MONTHLY WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary

BUREAU OF THE CENSUS
A. Ross Eckler, Director

JANUARY 1966

BW-66-1

SALES AND INVENTORIES

FOR RELEASE
March 14, 1966[1]

SALES

January 1966 sales of merchant wholesalers, estimated at $14.3 billion, were down 11 percent from the December level but 13 percent above January sales a year ago. However, after adjustment for seasonal variations and trading day differences, but not for price changes, January 1966 sales amounted to a record $16.1 billion, 4 percent above the December 1965 level and 14 percent above January 1965.

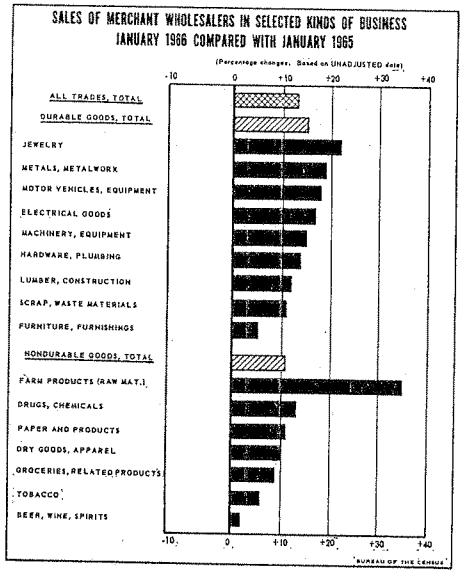
Adjusted sales in both the durable and nondurable goods trades rose to record levels. Durable goods sales were 6 percent above the previous month and 16 percent above January 1965; nondurable goods sales were 4 percent above the previous month and 12 percent above January a year ago.

Based on the adjusted data, all but 2 trade groups showed increases over previous month sales levels, with the larger gains recorded in motor vehicles, automotive equipment (11%), metals, metalwork (10%), farm products-raw materials (8%), tobacco, tobacco products (6%), and electrical goods (6%). The only declines from December 1965 sales were recorded in jewelry (-1%) and beer, wine, spirits (-1%).

A comparison of adjusted sales for January 1966 with those for January 1965 showed increases in all trade groups. Substantial gains over year-ago sales were recorded in farm products-raw materials (36%), jewelry (23%), motor vehicles, automotive equipment (19%), electrical goods (18%), machinery, equipment, supplies (16%), and hardware, plumbing, heating equipment (15%). Large increases were also registered in drugs, chemicals (14%), dry goods, apparel (13%), paper, paper products (13%), lumber, construction materials (13%), and scrap, waste materials (12%).

INVENTORIES

Total inventories of merchant wholesalers were valued at $17.9 billion at the end of January. After adjustment for seasonal variations, January inventories remained virtually unchanged from the previous month level but were 7 percent above a year ago. Stocks in the durable goods trades, after adjustment, were at the same level as a month earlier but 9 percent above a year ago. Adjusted nondurable goods stocks were unchanged from a month earlier but were 4 percent above January 1965.



Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. The larger changes were reported in scrap, waste materials (up 9%), metals, metalwork (up 5%), furniture, home furnishings (up 3%), and groceries, related products (down 3%). Changes from year-ago stock levels were more substantial, however, with the larger increases reported in metals, metalwork (16%), motor vehicles, automotive equipment (11%), furniture, home furnishings (11%), machinery, equipment, supplies (11%), and scrap, waste materials (10%). Only 3 trades, failed to register gains over year-ago stock levels—farm products-raw materials (down 3%), groceries, related products (down 1%), and beer, wine, spirits (with inventory levels unchanged).

The January 1966 stock-sales ratio for merchant wholesalers, based on the seasonally adjusted figures, was 112 percent, down 4 points from the previous month and 7 points below the January 1965 stock-sales ratio. The stock-sales ratio of durable goods wholesalers was 144 percent (down 9 points from January of a year ago) compared with the nondurable goods ratio of 86 percent (down 7 points from January 1965).

[1] An advance release of January 1966 data was issued on March 3, 1966.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50. (Add 50¢ for each subscription to a foreign address.)

Table 1. —ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1964, 1965 AND 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1966	1965												Total 12 months	
	Jan.[2]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.[1]	1965	1964
MERCHANT WHOLESALERS, TOTAL	14,313	12,689	12,542	15,185	14,694	14,407	15,208	14,652	15,018	15,416	15,622	16,018	16,136	177,587	164,584
TOTAL (exc. farm products, raw materials)	13,153	11,829	11,770	13,995	13,722	13,416	14,279	13,623	14,035	14,348	14,433	14,530	14,797	164,777	152,102
DURABLE GOODS, TOTAL	6,127	5,328	5,378	6,408	6,409	6,303	6,729	6,363	6,570	6,710	6,703	6,690	6,640	76,232	68,983
Motor vehicles, automotive equipment, total	887	753	778	914	969	928	1,006	979	893	934	943	942	906	10,945	10,035
Automobiles, other motor vehicles	333	226	260	357	381	342	381	374	298	344	342	340	350	3,995	3,484
Automotive equipment, tires, tubes	554	527	518	558	588	585	624	605	594	589	601	602	556	6,947	6,554
Automotive equipment	496	477	469	493	518	523	559	538	532	528	537	528	488	6,190	5,870
Electrical goods, total	929	795	818	878	844	824	912	909	1,002	1,046	1,021	1,073	1,126	11,248	10,257
Electrical supplies, apparatus	367	341	358	392	401	399	428	418	465	441	449	466	499	5,057	4,612
Electrical appliances, TV, radio sets, electronic parts, equipment	562	455	460	486	442	425	484	491	537	605	572	607	626	6,190	5,648
Appliances, TV, radio sets	403	328	337	356	314	296	343	368	397	442	423	453	455	4,512	4,075
Furniture, home furnishings, total	259	245	244	291	273	261	274	257	296	303	316	327	305	3,392	3,355
Furniture-household, office	76	66	64	74	74	71	78	70	84	88	88	88	89	998	879
Home furnishings, floor coverings	182	179	180	217	199	190	196	187	212	215	228	239	216	2,458	2,476
Hardware, plumbing, heating equipment, supplies, total	603	531	534	614	645	676	717	684	727	736	731	700	652	7,947	7,213
Hardware	225	206	204	242	241	238	253	238	260	280	274	266	243	2,945	2,650
General-line hardware	143	129	135	161	159	155	164	156	173	185	183	175	160	1,935	1,741
Plumbing and heating equipment, supplies	310	270	276	302	318	341	369	359	384	376	380	363	337	4,075	3,746
Air conditioning, refrigeration equipment supplies	68	56	54	70	85	97	95	87	83	79	77	71	72	926	817
Lumber, construction materials, total	560	502	501	608	624	639	715	703	733	722	704	684	612	7,747	7,277
Lumber, millwork	376	339	342	404	402	409	458	436	469	462	444	431	403	4,999	4,705
Construction materials	184	163	159	204	222	230	257	267	264	260	260	253	209	2,748	2,574
Machinery, equipment, supplies, total	1,687	1,466	1,444	1,768	1,766	1,746	1,819	1,635	1,677	1,756	1,730	1,685	1,787	20,279	18,558
Commercial, industrial, machinery, equip	1,208	1,056	1,031	1,292	1,281	1,270	1,315	1,168	1,211	1,268	1,231	1,216	1,293	14,632	13,386
Commercial machines, equipment	125	115	115	139	138	147	147	135	151	(X)	147	135	144	1,681	1,472
Construction machinery, equipment	226	212	194	257	292	304	279	247	250	252	235	228	251	3,001	2,695
Industrial machinery, equipment, supplies	857	729	722	895	850	819	889	787	810	849	849	853	898	9,950	9,217
Professional equipment, supplies	174	166	168	195	177	177	190	189	202	213	202	198	199	2,276	2,100
Service-establishment equipment, supplies	131	126	121	138	135	127	140	127	127	133	144	145	139	1,602	1,445
Metals, metalwork (except scrap), total	713	601	637	825	802	756	794	731	753	725	738	723	711	8,796	7,208
Iron, steel, and products	503	446	467	611	588	550	574	519	536	511	498	496	492	6,288	5,119
Nonferrous metals	210	155	170	214	214	206	220	212	217	213	241	227	219	2,508	2,087
Scrap, waste materials, total	403	362	337	405	393	384	402	377	376	370	384	410	390	4,590	3,996
Iron, steel scrap	248	224	217	239	233	237	247	223	223	223	236	245	236	2,783	2,401
Waste materials	155	138	120	166	161	148	154	154	153	147	148	165	155	1,809	1,595
Jewelry	87	71	85	104	95	89	91	89	114	123	134	147	152	1,294	1,076
NONDURABLE GOODS, TOTAL	8,186	7,361	7,164	8,776	8,285	8,103	8,479	8,289	8,449	8,705	8,919	9,328	9,496	101,354	95,602
TOTAL (exc. farm products, raw materials)	7,026	6,501	6,392	7,587	7,313	7,113	7,550	7,260	7,465	7,638	7,730	7,840	8,157	88,546	83,122
Groceries and related products, total	2,963	2,725	2,600	3,064	2,967	2,993	3,233	3,158	3,074	3,140	3,147	3,139	3,238	36,478	34,325
General-line groceries	1,109	1,051	987	1,073	1,066	1,058	1,151	1,117	1,110	1,157	1,182	1,134	1,171	13,257	12,162
Specialty-line groceries	838	778	747	937	871	884	935	936	896	924	923	938	974	10,743	10,316
Confectionery	74	73	78	85	81	87	85	81	81	91	97	88	91	1,018	1,002
Poultry, poultry products	131	112	106	121	125	119	130	129	133	136	133	148	161	1,553	1,465
Fresh fruits, vegetables	272	282	275	331	334	351	355	341	275	273	263	272	303	3,655	3,546
Beer, wine, distilled alcoholic bev., total	618	606	622	780	767	765	810	776	804	787	796	906	1,077	9,496	9,190
Beer	231	226	233	280	300	326	349	369	359	317	289	303	325	3,676	3,611
Wine, distilled spirits	387	379	389	500	466	439	461	407	445	470	507	603	752	5,818	5,581
Drugs, chemicals, allied products, total	577	513	506	593	564	542	582	555	589	607	615	604	589	6,859	6,294
Drugs, drug proprietaries, sundries	341	313	301	344	311	284	314	315	339	357	363	359	353	3,953	3,675
General-line drugs	189	167	163	181	166	153	171	168	180	189	190	186	186	2,100	1,910
Paints, varnishes	27	24	26	33	34	35	37	35	36	33	32	30	27	382	379
Other chemicals, allied products	209	176	179	215	219	223	230	206	214	217	221	216	210	2,526	2,242
Tobacco, tobacco products	383	363	364	411	402	385	428	423	416	410	400	406	448	4,856	4,786
Dry goods, apparel, total	664	603	669	819	697	643	694	650	738	767	824	819	691	8,614	8,037
Apparel and accessories, hosiery, lingerie, footwear	242	231	266	323	270	248	269	296	322	334	368	357	272	3,556	3,403
Dry goods, notions	253	217	238	316	258	248	272	230	272	272	286	293	258	3,160	2,900
Paper, paper products, excluding wallpaper, total	446	399	382	441	440	414	438	428	445	448	457	462	480	5,234	4,896
Paper	375	337	330	381	382	360	384	367	385	376	392	394	397	4,485	4,139
Farm products (raw materials), total	1,160	860	772	1,190	972	990	929	1,029	983	1,068	1,188	1,488	1,339	12,808	12,481
Grain	709	449	431	779	620	657	600	719	667	696	729	936	814	8,097	7,578
Other nondurable goods, total	1,373	1,293	1,249	1,479	1,476	1,370	1,364	1,270	1,400	1,478	1,491	1,504	1,634	17,008	15,589
Amusement, sporting goods	134	127	129	160	153	147	162	156	188	195	193	221	216	2,047	1,931
Books, magazines, newspapers	94	95	94	101	99	93	99	99	104	107	106	100	107	1,204	1,162
Coal	74	69	67	77	74	76	80	70	81	82	79	79	82	916	896
Farm supplies	221	194	209	279	279	258	232	204	190	197	187	190	201	2,620	2,383

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 and minor revisions.

(X) Withheld due to extreme variability of the reported data.

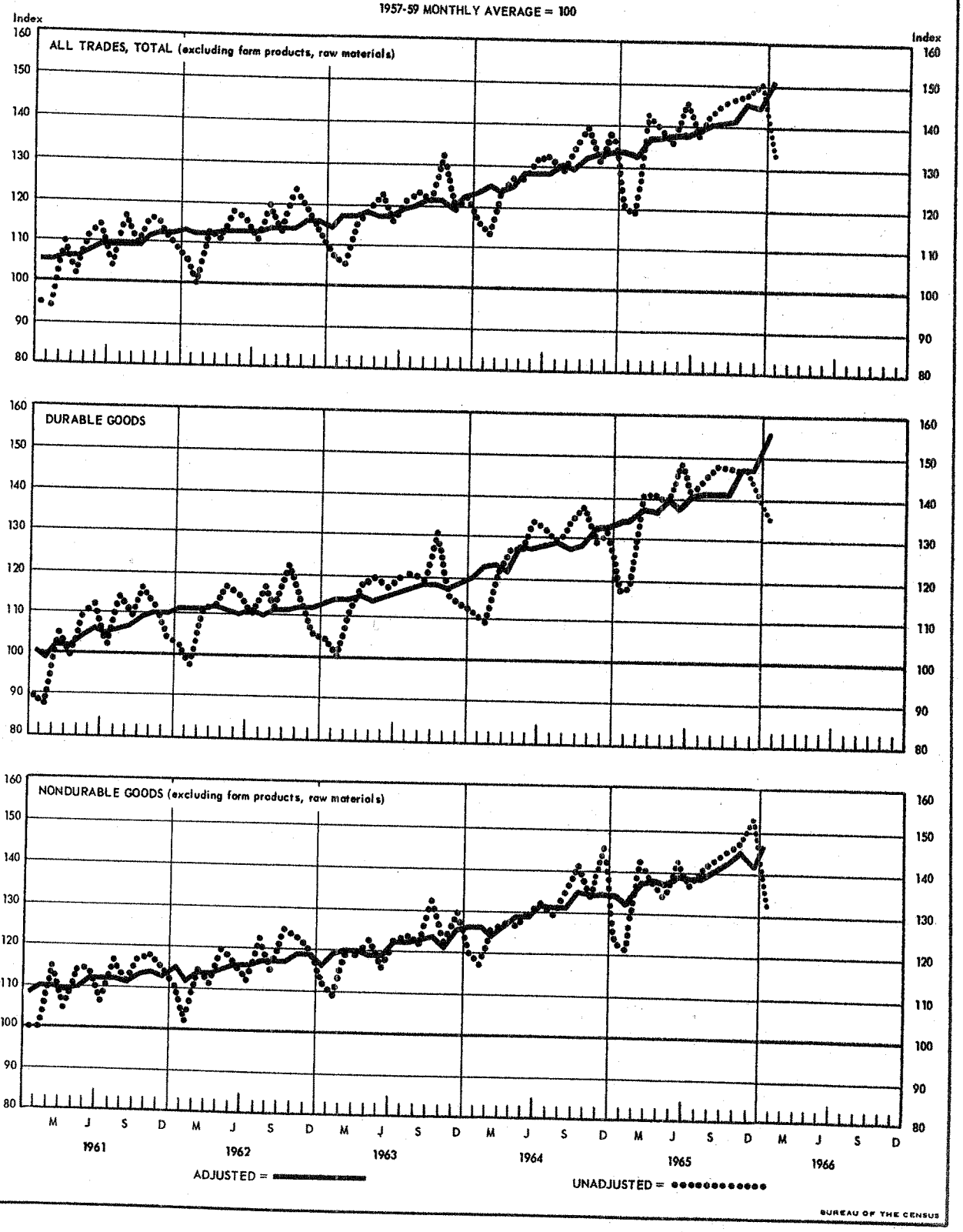
[1]Final estimate.

[2]Preliminary estimate.

See page 20, Estimating Procedures.

MONTHLY SALES OF MERCHANT WHOLESALERS
1961-1966

1957-59 MONTHLY AVERAGE = 100



BUREAU OF THE CENSUS

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1965 AND 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations)

Kind of business	1966	1965											
	Jan.[2]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.[1]
MERCHANT WHOLESALERS, TOTAL	17,912	16,800	16,783	17,022	17,120	17,271	17,293	17,350	17,434	17,723	18,088	18,184	17,803
TOTAL (excluding farm products, raw materials)	16,256	15,094	15,186	15,596	15,778	16,052	16,169	16,193	16,156	16,378	16,541	16,548	16,176
DURABLE GOODS, TOTAL	9,937	9,091	9,194	9,447	9,514	9,753	9,834	9,865	9,827	9,966	9,940	9,979	9,875
Motor vehicles, automotive equipment, total	1,686	1,523	1,540	1,593	1,564	1,596	1,602	1,596	1,567	1,630	1,635	1,690	1,688
Automotive equipment, tires, tubes	1,218	1,174	1,182	1,216	1,182	1,236	1,233	1,228	1,189	1,245	1,241	1,279	1,227
Electrical goods, total	1,311	1,281	1,295	1,283	1,289	1,361	1,440	1,369	1,360	1,354	1,371	1,354	1,314
Electrical supplies, apparatus	512	513	521	526	531	544	555	550	531	534	550	556	526
Electrical appliances, TV, radio sets, electronic parts, equipment	795	768	774	757	758	817	885	820	829	820	822	797	790
Hardware, plumbing, heating equip., supplies, total	1,172	1,111	1,154	1,206	1,202	1,227	1,238	1,243	1,218	1,223	1,221	1,198	1,166
Hardware	474	455	464	481	478	493	501	501	482	492	492	476	460
Plumbing and heating equipment, supplies	603	560	587	616	627	584	628	635	635	628	627	623	609
Machinery, equipment, supplies, total	2,946	2,658	2,655	2,709	2,779	2,856	2,839	2,873	2,868	2,917	2,924	2,948	2,915
Industrial machinery, equipment, supplies	1,279	1,157	1,150	1,179	1,206	1,235	1,234	1,250	1,238	1,254	1,256	1,288	1,278
Metals, metalwork (except scrap), total	1,275	1,100	1,108	1,121	1,147	1,160	1,150	1,200	1,245	1,246	1,233	1,236	1,263
Iron, steel, and products	1,022	916	930	917	941	956	946	990	1,028	1,028	1,026	1,006	1,016
NONDURABLE GOODS, TOTAL	7,975	7,709	7,590	7,574	7,606	7,518	7,459	7,485	7,607	7,756	8,148	8,205	7,929
TOTAL (excluding farm products, raw materials)	6,318	6,003	5,991	6,149	6,265	6,300	6,335	6,328	6,329	6,412	6,601	6,569	6,301
Groceries and related products, total	1,672	1,689	1,707	1,700	1,709	1,725	1,728	1,691	1,687	1,730	1,793	1,740	1,689
General-line groceries	795	791	806	800	798	807	801	789	794	823	867	834	811
Beer, wine, distilled alcoholic beverages, total	777	773	740	818	841	862	841	827	812	834	876	924	794
Wine, distilled spirits	614	627	588	637	645	655	625	630	627	650	696	752	633
Drugs, chemicals, allied products, total	762	707	710	730	744	744	739	750	771	750	775	775	762
Drugs, drug proprietaries, druggists' sundries	494	465	469	485	495	485	488	496	508	501	524	526	494
Paper, paper products, excluding wallpaper, total	469	431	419	442	460	435	431	450	454	440	446	466	477
Paper	374	355	354	370	377	359	360	370	370	361	376	379	387

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1965 AND 1966

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences)

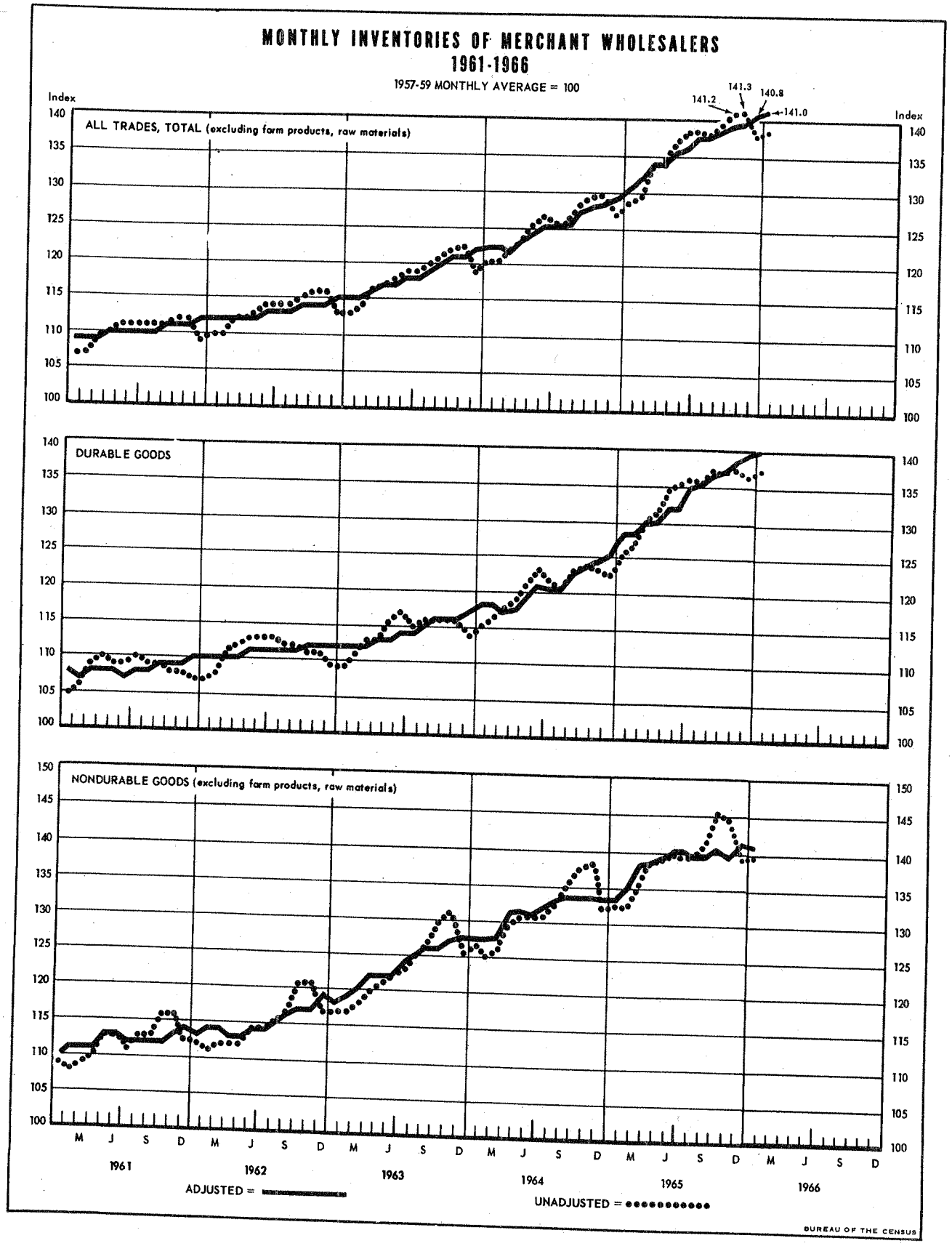
Kind of business	1966	1965											
	Jan.[2]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.[1]
MERCHANT WHOLESALERS, TOTAL	125	132	134	112	117	120	114	118	116	115	116	114	110
TOTAL (excluding farm products, raw materials)	124	128	129	111	115	120	113	119	115	116	115	114	109
DURABLE GOODS, TOTAL	162	171	171	147	148	155	146	155	150	148	148	149	149
Motor vehicles, automotive equipment, total	190	202	198	174	161	172	159	163	176	175	173	179	186
Automotive equipment, tires, tubes	220	223	228	218	201	211	197	203	200	211	206	213	221
Electrical goods, total	141	161	158	146	153	165	158	151	136	129	134	126	117
Electrical supplies, apparatus	139	151	146	134	132	136	130	131	114	121	122	119	105
Electrical appliances, TV, radio sets, electronic parts, equipment	142	169	168	156	171	192	183	167	154	136	144	131	126
Hardware, plumbing, heating equip., supplies, total	194	209	216	197	187	181	173	181	167	166	167	171	179
Hardware	211	221	228	199	198	207	198	211	185	176	179	179	190
Plumbing and heating equipment, supplies	194	208	213	204	194	184	170	177	165	167	165	172	181
Machinery, equipment, supplies, total	175	181	184	153	157	164	156	176	171	166	169	175	163
Industrial machinery, equipment, supplies	149	159	159	132	142	151	139	159	153	149	148	151	142
Metals, metalwork (except scrap), total	179	183	174	136	143	153	145	164	166	172	167	170	178
Iron, steel, and products	203	206	199	150	160	174	165	191	192	201	206	203	207
NONDURABLE GOODS, TOTAL	97	105	106	86	92	92	88	90	90	89	91	88	84
TOTAL (excluding farm products, raw materials)	90	92	94	81	86	89	84	87	85	84	85	84	77
Groceries and related products, total	56	62	66	55	58	58	53	54	55	55	57	55	52
General-line groceries	72	75	82	75	75	76	70	71	72	71	73	74	69
Beer, wine, distilled alcoholic beverages, total	126	128	119	105	110	113	104	107	101	106	110	102	74
Wine, distilled spirits	159	165	151	127	138	149	136	155	141	138	137	125	84
Drugs, chemicals, allied products, total	132	138	140	123	132	137	127	135	131	123	126	128	129
Drugs, drug proprietaries, druggists' sundries	145	148	156	141	159	171	156	157	150	140	144	147	140
Paper, paper products, excluding wallpaper, total	105	108	110	100	105	105	98	105	102	98	98	101	99
Paper	100	105	107	97	99	100	94	101	96	96	96	96	97

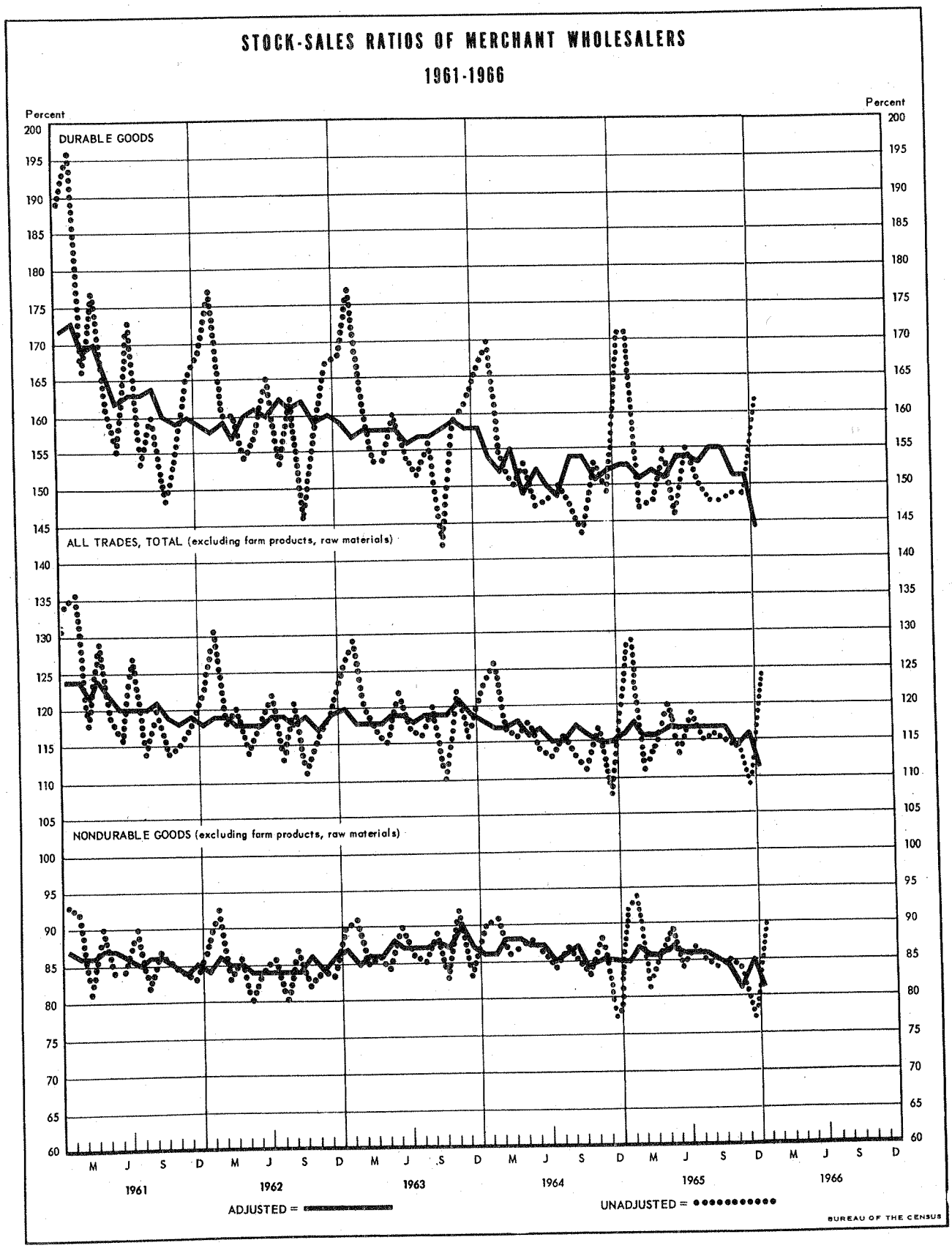
Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

[1]Final estimate.

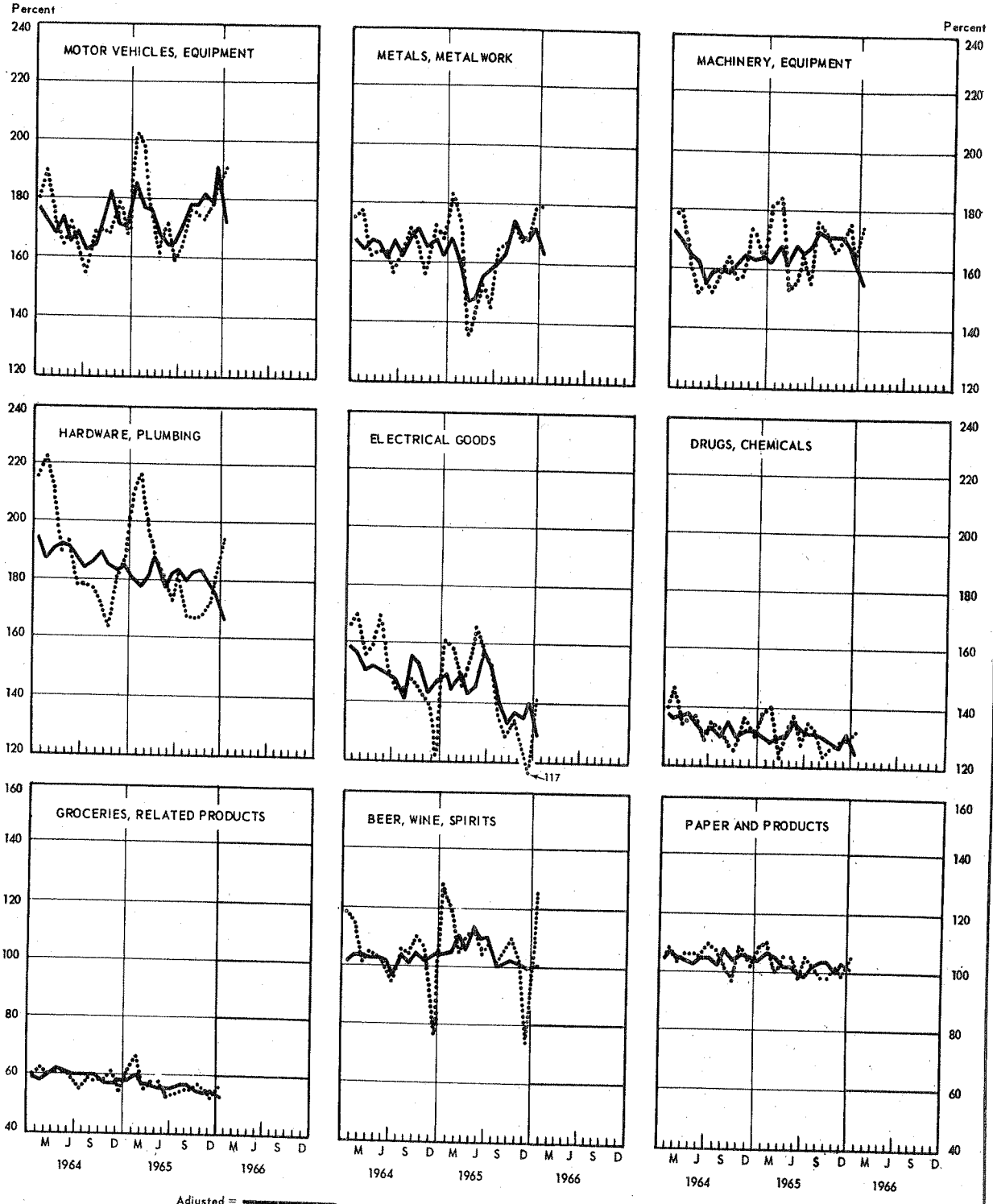
[2]Preliminary estimate.

See page 15, Estimating Procedures.


MONTHLY INVENTORIES OF MERCHANT WHOLESALERS
1961-1966
1957-59 MONTHLY AVERAGE = 100
Index
ALL TRADES, TOTAL (excluding farm products, raw materials)
141.2
141.3
140.8
141.0
DURABLE GOODS
NONDURABLE GOODS (excluding farm products, raw materials)
M J S D M J S D M J S D M J S D M J S D M J S D
1961
1962
1963
1964
1965
1966
ADJUSTED =
UNADJUSTED =
BUREAU OF THE CENSUS


STOCK-SALES RATIOS OF MERCHANT WHOLESALERS
1961-1966
Percent
DURABLE GOODS
ALL TRADES, TOTAL (excluding farm products, raw materials)
NONDURABLE GOODS (excluding farm products, raw materials)
M J S D M J S D M J S D M J S D M J S D M J S D
1961
1962
1963
1964
1965
1966
ADJUSTED =
UNADJUSTED =
BUREAU OF THE CENSUS

STOCK-SALES RATIOS OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS: 1964, 1965 AND 1966



SALES AND INVENTORIES OF MERCHANT WHOLESALERS IN SELECTED KINDS OF BUSINESS: 1964, 1965 AND 1966

1957-59 MONTHLY AVERAGE = 100

BASED ON DATA ADJUSTED FOR SEASONAL VARIATIONS AND TRADING DAY DIFFERENCES

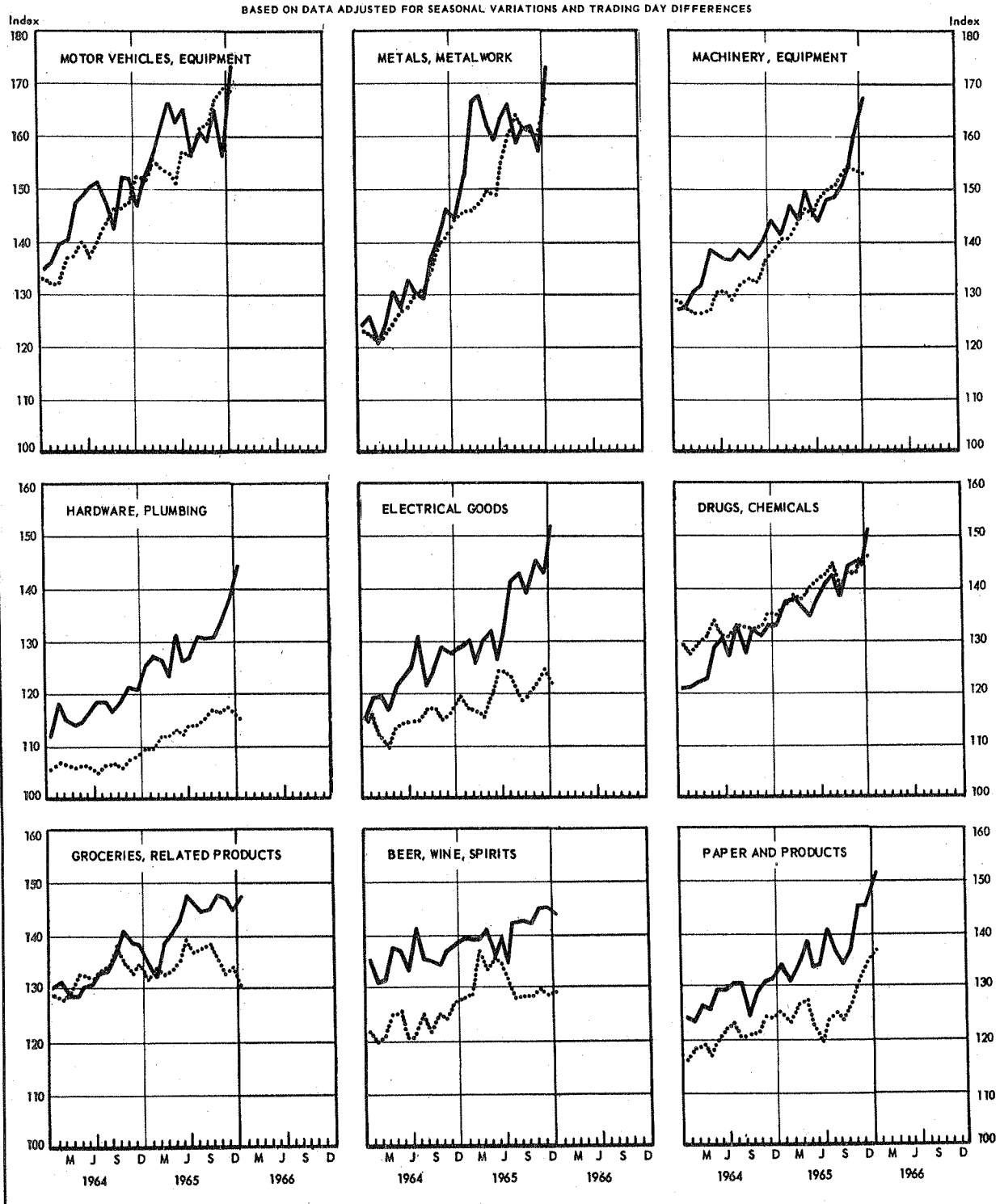


Table 4.—ESTIMATED MONTHLY SALES, INVENTORIES, AND STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1965 AND 1966

(Sales and inventories in millions of dollars. Stock-sales ratios in percent)

Kind of business	1966	1965											
	Jan[2]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.[1]
Sales ADJUSTED for seasonal variations and trading day differences													
MERCHANT WHOLESALERS, TOTAL	16,054	14,128	13,946	14,725	14,620	14,718	14,736	14,828	14,829	14,936	14,995	15,505	15,372
TOTAL (excl. farm products, raw materials)	14,793	13,201	13,110	13,521	13,546	13,632	13,663	13,775	13,805	13,853	13,968	14,326	14,200
DURABLE GOODS, TOTAL	7,036	6,069	6,098	6,240	6,213	6,353	6,243	6,369	6,415	6,405	6,424	6,666	6,666
Motor vehicles, automotive equipment	995	839	873	899	925	950	931	945	894	919	908	944	894
Electrical goods	1,051	893	904	872	902	917	876	915	981	992	966	1,009	990
Furniture, home furnishings	302	282	269	275	267	276	274	287	276	284	291	309	298
Hardware, plumbing, heating equipment	737	643	651	649	631	674	649	653	670	667	670	687	709
Lumber, construction materials	720	640	643	628	604	607	633	654	655	650	650	687	711
Machinery, equipment, supplies	1,906	1,644	1,612	1,679	1,649	1,708	1,657	1,640	1,687	1,691	1,715	1,763	1,823
Metals, metalwork (except scrap)	791	661	697	763	766	739	727	747	758	724	738	740	721
Scrap, waste materials	419	373	348	371	364	380	388	414	383	375	379	419	401
Jewelry	116	94	102	104	103	100	107	116	112	105	106	118	117
NONDURABLE GOODS, TOTAL	9,017	8,060	7,848	8,485	8,407	8,366	8,493	8,458	8,414	8,531	8,571	8,840	8,706
TOTAL (excl. farm products, raw materials)	7,756	7,132	7,012	7,281	7,333	7,280	7,421	7,386	7,389	7,448	7,544	7,661	7,534
Groceries and related products	3,139	2,862	2,811	2,946	2,991	3,042	3,145	3,109	3,074	3,084	3,147	3,142	3,080
Beer, wine, distilled alcoholic beverages	807	783	780	780	795	763	780	755	804	800	798	814	816
Drugs, chemicals, allied products	618	545	561	564	558	551	564	575	582	570	589	604	590
Tobacco, tobacco products	429	403	414	415	407	394	406	411	404	398	397	403	403
Dry goods, apparel	781	690	705	753	698	718	692	698	680	705	727	775	751
Paper, paper products, excluding wallpaper	480	426	415	428	441	424	425	448	435	427	435	463	463
Farm products (raw materials)	1,261	928	836	1,204	1,075	1,086	1,073	1,073	1,024	1,082	1,027	1,179	1,172
Other nondurable goods	1,501	1,422	1,326	1,394	1,443	1,388	1,408	1,390	1,410	1,461	1,452	1,459	1,429
Inventories ADJUSTED for seasonal variations													
MERCHANT WHOLESALERS, TOTAL	17,910	16,774	16,867	17,064	17,216	17,450	17,410	17,530	17,535	17,655	17,715	17,775	17,875
TOTAL (excl. farm products, raw materials)	16,516	15,338	15,456	15,700	15,742	15,914	15,965	16,148	16,149	16,247	16,320	16,361	16,491
DURABLE GOODS, TOTAL	10,135	9,275	9,323	9,428	9,454	9,589	9,592	9,779	9,820	9,911	9,948	10,041	10,091
Motor vehicles, automotive equipment	1,715	1,550	1,545	1,583	1,564	1,556	1,535	1,603	1,591	1,640	1,650	1,693	1,716
Electrical goods	1,359	1,327	1,303	1,297	1,288	1,332	1,383	1,379	1,371	1,317	1,328	1,358	1,383
Hardware, plumbing, heating equipment	1,221	1,158	1,159	1,183	1,184	1,197	1,190	1,204	1,206	1,223	1,234	1,229	1,243
Machinery, equipment, supplies	2,951	2,663	2,706	2,707	2,765	2,817	2,789	2,842	2,879	2,897	2,939	2,968	2,959
Metals, metalwork (except scrap)	1,286	1,110	1,124	1,125	1,137	1,154	1,152	1,193	1,232	1,262	1,244	1,237	1,231
NONDURABLE GOODS, TOTAL	7,775	7,499	7,544	7,635	7,763	7,861	7,819	7,751	7,715	7,743	7,767	7,734	7,784
TOTAL (excl. farm products, raw materials)	6,381	6,063	6,134	6,272	6,288	6,324	6,373	6,369	6,329	6,336	6,372	6,320	6,400
Groceries and related products	1,657	1,674	1,697	1,682	1,692	1,713	1,764	1,741	1,752	1,756	1,729	1,686	1,701
Beer, wine, distilled alcoholic beverages	815	811	816	864	844	859	851	834	808	811	811	820	812
Drugs, chemicals, allied products	772	716	726	736	730	743	751	754	765	743	756	759	770
Paper, paper products, excluding wallpaper	484	444	438	448	451	434	424	438	442	438	450	464	477
Stock-sales ratios based on ADJUSTED data													
MERCHANT WHOLESALERS, TOTAL	112	119	121	116	118	119	118	118	118	118	118	115	116
TOTAL (excl. farm products, raw materials)	112	116	118	116	116	117	117	117	117	117	117	114	116
DURABLE GOODS, TOTAL	144	153	153	151	152	151	154	154	153	155	155	151	151
Motor vehicles, automotive equipment	172	185	177	176	169	164	165	170	178	178	182	179	191
Electrical goods	129	149	144	149	143	145	158	151	140	133	137	135	140
Hardware, plumbing, heating equipment	166	180	178	182	188	178	183	184	180	183	184	179	175
Machinery, equipment, supplies	155	162	168	161	168	165	168	173	171	171	171	168	162
Metals, metalwork (except scrap)	163	168	161	147	148	156	158	160	163	174	169	167	171
NONDURABLE GOODS, TOTAL	86	93	96	90	92	94	92	92	92	91	91	87	89
TOTAL (excl. farm products, raw materials)	82	85	87	87	86	87	86	86	86	85	84	82	85
Groceries and related products	53	58	60	57	57	56	56	56	57	57	55	54	55
Beer, wine, distilled alcoholic beverages	101	104	105	111	106	113	109	110	100	101	102	101	100
Drugs, chemicals, allied products	125	131	129	130	131	135	133	131	131	130	128	126	131
Paper, paper products, excluding wallpaper	101	104	106	105	102	102	100	98	102	103	103	100	103

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 and minor revisions.

[1]Final estimate.

[2]Preliminary estimate.

See page 15, Estimating Procedures.

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1965 AND 1966

Kind of business	Unadjusted				Adjusted[1]			
	Sales		Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	January 1966 from--		January 1966 from--		January 1966 from--		January 1966 from--	
	January 1965	December 1965	January 1965	December 1965	January 1965	December 1965	January 1965	December 1965
MERCHANT WHOLESALERS, TOTAL	+13	-11	+7	+1	+14	r+4	+7	0
TOTAL (excluding farm products, raw materials)	r+11	r-11	+8	0	r+12	r+4	+8	0
DURABLE GOODS, TOTAL	+15	-8	+9	+1	+16	+6	+9	0
Motor vehicles, automotive equipment, total	+18	-2	+11	0	+19	+11	+11	0
Automobiles, other motor vehicles	+47	-5	+34	+1	-	-	-	-
Automotive equipment, tires, tubes	+5	0	+4	-1	-	-	-	-
Automotive equipment	+4	+2	+4	-1	-	-	-	-
Electrical goods, total	+17	-17	+2	r0	+18	+6	+2	-2
Electrical supplies, apparatus	+8	-27	0	-3	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+24	-10	+4	+1	-	-	-	-
Appliances, TV, radio sets	+23	-11	+3	+2	-	-	-	-
Furniture, home furnishings, total	+5	-15	+11	0	+7	+1	+11	+3
Furniture-household, office	+15	-15	+21	+2	-	-	-	-
Household furniture	+20	-13	+28	+3	-	-	-	-
Office furniture	+10	-16	+13	0	-	-	-	-
Home furnishings, floor coverings	+2	-16	+8	0	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+14	-7	+5	+1	+15	+4	+6	-2
Hardware	+10	-7	+4	+3	-	-	-	-
General-line hardware	+11	-11	+6	+4	-	-	-	-
Plumbing and heating equipment, supplies	+15	-8	+8	-1	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+21	-5	-1	-1	-	-	-	-
Lumber, construction materials, total	+12	-8	+7	+1	+13	+1	+7	+2
Lumber, millwork	+11	-7	+9	+4	-	-	-	-
Construction materials	+12	-12	+4	-3	-	-	-	-
Machinery, equipment, supplies, total	+15	-6	+11	+1	+16	r+5	+11	0
Commercial, industrial machinery, equipment, supplies	+14	-7	+12	+1	-	-	-	-
Commercial machines, equipment	+9	-13	+16	-1	-	-	-	-
Construction machinery, equipment	+7	-10	+12	+2	-	-	-	-
Industrial machinery, equipment, supplies	+18	-5	r+10	0	-	-	-	-
Professional equipment, supplies	+5	-12	+8	+1	-	-	-	-
Surgical, medical, hospital supplies	+9	-8	+1	+2	-	-	-	-
Service-establishment equipment, supplies	+4	-6	+13	-1	-	-	-	-
Metals, metalwork (except scrap), total	+19	0	+16	+1	+20	+10	+16	+5
Iron, steel, and products	+13	+2	+12	+1	-	-	-	-
Nonferrous metals	+36	-4	+38	+2	-	-	-	-
Scrap, waste materials, total	+11	+3	+10	+2	+12	+4	+10	+9
Iron, steel scrap	+11	+5	+15	+4	-	-	-	-
Waste materials	+12	0	+3	-1	-	-	-	-
Jewelry	+22	-43	(X)	(X)	+23	-1	(X)	(X)
NONDURABLE GOODS, TOTAL	r+11	r-14	+3	+1	r+12	r+4	+4	0
TOTAL (excluding farm products, raw materials)	r+8	r-14	+5	0	r+9	r+3	+5	0
Groceries and related products, total	+9	-8	-1	-1	+10	+2	-1	-3
General-line groceries	+6	-5	+1	-2	-	-	-	-
Voluntary groups	+7	-1	+4	-3	-	-	-	-
Retailer cooperatives	+7	-7	+2	0	-	-	-	-
Nonaffiliated	+3	-8	-3	-3	-	-	-	-
Specialty-line groceries	+8	-14	-6	-3	-	-	-	-
Confectionery	+1	-18	+1	+3	-	-	-	-
Meats, meat products	+23	-2	+7	+1	-	-	-	-
Poultry, poultry products	+16	-19	-7	-5	-	-	-	-
Fresh fruits, vegetables	-3	-10	+6	+13	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	r+2	r-43	0	-2	r+3	r-1	0	0
Beer	+2	-29	+12	+1	-	-	-	-
Wine, distilled spirits	r+2	r-49	-2	-3	-	-	-	-
Drugs, chemicals, allied products, total	+13	-2	+8	0	+14	+5	+8	0
Drugs, drug proprietaries, druggists' sundries	+9	-3	+6	0	-	-	-	-
General-line drugs	+13	+1	+7	+1	-	-	-	-
Paints, varnishes	+13	+1	+8	0	-	-	-	-
Other chemicals, allied products	+19	0	+11	0	-	-	-	-
Tobacco, tobacco products	+6	-15	+3	+1	+6	+6	+3	0
Dry goods, apparel, total	+10	-4	(X)	(X)	+13	+4	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+5	-11	+15	+10	-	-	-	-
Dry goods, notions	+17	-2	+1	-2	-	-	-	-
Piece goods converters	+9	+5	+7	+2	-	-	-	-
Paper, paper products, excluding wallpaper, total	+11	-7	+8	-2	+13	+4	+9	+1
Paper	+10	-6	+4	-3	-	-	-	-
Stationery, office supplies	(X)	(X)	(X)	(X)	-	-	-	-
Farm products (raw materials), total	+35	-13	-3	+2	+36	+8	-3	+1
Cotton	-16	-22	(X)	(X)	-	-	-	-
Grain	+58	-13	(X)	(X)	-	-	-	-
Other nondurable goods, total	+6	-16	+13	+2	+6	+5	+13	+1
Amusement, sporting goods	+5	-38	+17	+5	-	-	-	-
Books, magazines, newspapers	-1	-12	+22	+4	*	*	*	*
Coal	+7	-10	+27	0	-	-	-	-
Farm supplies	+14	+10	0	+2	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate.
r Revised since Advance Release dated March 3, 1966.
[1] Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

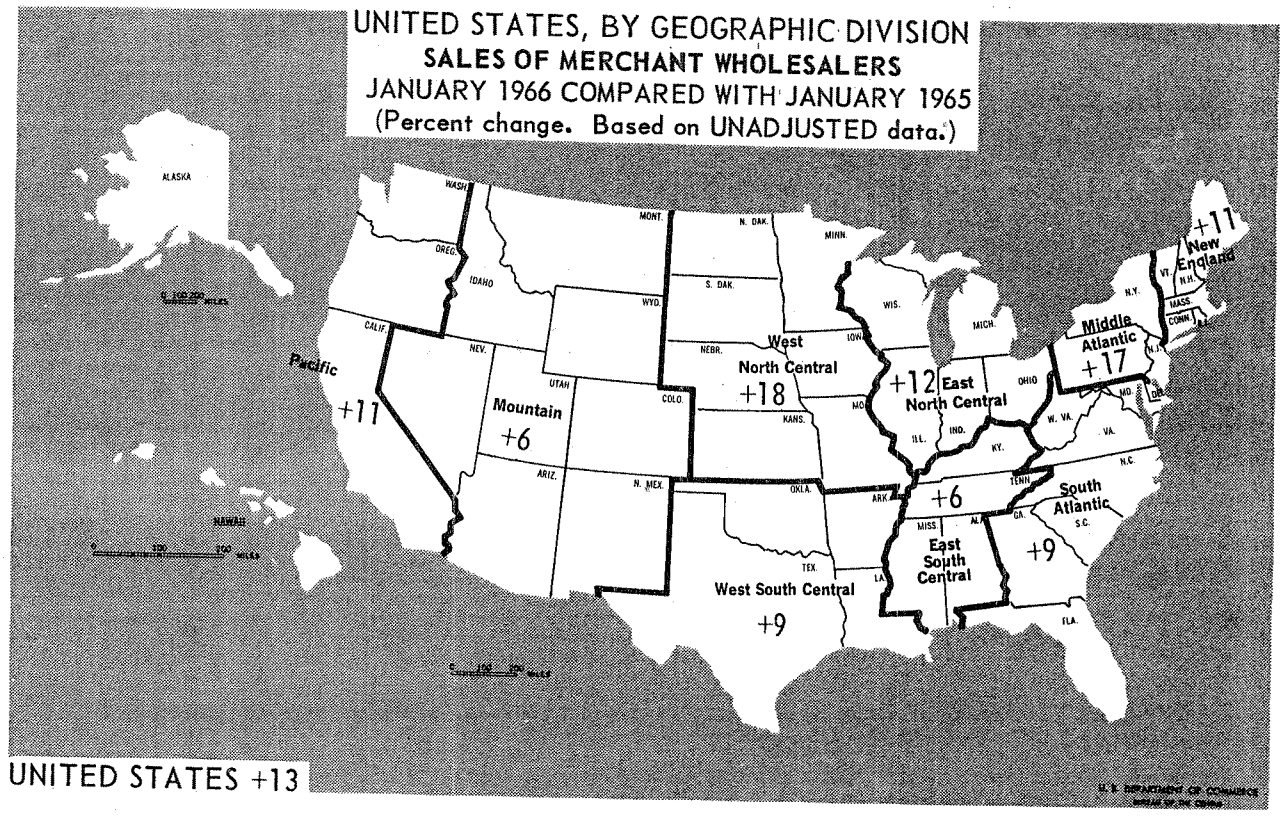


Table 6.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS AND SAMPLING ERRORS, BY GEOGRAPHIC DIVISION

1964, 1965, and 1966

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business	1966	1965												Total 12 months		Sampling error of the monthly dollar estimate	
	Jan.[2]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.[1]	1965	1964	Range	Median
MERCHANT WHOLESALERS, TOTAL	14,313	12,689	12,542	15,185	14,694	14,407	15,208	14,652	15,018	15,416	15,622	16,018	16,136	177,587	164,584	0.6-1.3	0.9
New England	730	655	689	799	792	741	852	784	815	808	832	854	871	9,493	8,662	4-6	5
Middle Atlantic	3,996	3,406	3,511	4,408	4,186	4,001	4,305	4,065	4,177	4,437	4,506	4,644	4,596	50,242	46,921	2-2	2
East North Central	2,814	2,502	2,453	2,946	2,871	2,869	3,009	2,971	2,953	2,971	3,056	3,165	3,193	34,960	31,755	2-3	2
West North Central	1,156	977	921	1,154	1,177	1,178	1,242	1,214	1,270	1,266	1,249	1,343	1,278	14,269	13,304	2-6	4
South Atlantic	1,500	1,373	1,324	1,524	1,486	1,436	1,467	1,455	1,502	1,542	1,592	1,661	1,664	18,027	16,440	3-4	3
East South Central	624	591	551	652	648	661	649	627	641	661	691	685	721	7,777	6,981	4-5	4
West South Central	1,200	1,098	1,046	1,232	1,247	1,210	1,222	1,204	1,245	1,249	1,231	1,231	1,315	14,531	13,825	3-5	3
Mountain	410	386	391	441	425	416	458	427	434	430	437	434	451	5,130	4,856	6-8	7
Pacific	1,883	1,702	1,655	2,029	1,862	1,894	2,004	1,904	1,980	2,051	2,028	2,002	2,047	23,158	21,839	2-3	3
DURABLE GOODS, TOTAL	6,127	5,328	5,378	6,408	6,409	6,303	6,729	6,363	6,570	6,710	6,703	6,690	6,640	76,232	68,983	0.8-1.2	1.1
New England	282	265	294	354	342	322	373	335	331	332	351	363	336	3,997	3,614	4-7	6
Middle Atlantic	1,490	1,213	1,288	1,560	1,540	1,464	1,604	1,527	1,520	1,647	1,681	1,695	1,656	18,394	16,836	2-3	2
East North Central	1,285	1,121	1,123	1,346	1,336	1,324	1,442	1,385	1,422	1,402	1,419	1,419	1,387	16,127	13,978	2-3	2
West North Central	406	349	359	427	436	458	507	473	493	474	473	456	452	5,358	4,974	4-5	4
South Atlantic	699	632	586	697	723	687	703	659	722	734	739	734	753	8,369	7,370	3-5	4
East South Central	281	254	241	270	288	305	303	292	311	321	297	302	295	3,480	2,967	4-6	5
West South Central	561	513	488	571	604	595	587	558	580	589	576	550	592	6,803	6,298	4-7	5
Mountain	202	181	180	215	212	216	232	206	210	211	204	206	208	2,481	2,420	6-10	8
Pacific	921	799	818	968	927	933	979	927	982	999	964	966	962	11,224	10,526	3-4	2
NONDURABLE GOODS, TOTAL	8,186	7,361	7,164	8,776	8,285	8,103	8,479	8,289	8,449	8,705	8,919	9,328	9,496	101,354	95,602	1.1-1.2	1.4
New England	447	390	396	445	450	419	479	449	485	476	481	491	534	5,495	5,048	5-8	6
Middle Atlantic	2,506	2,193	2,224	2,848	2,645	2,538	2,701	2,538	2,657	2,789	2,825	2,949	2,940	31,848	30,085	2-4	3
East North Central	1,528	1,381	1,330	1,600	1,535	1,545	1,567	1,585	1,532	1,569	1,637	1,746	1,806	18,834	17,777	3-5	3
West North Central	750	628	562	726	741	720	735	741	777	791	776	887	827	8,911	8,329	4-7	5
South Atlantic	801	741	738	827	763	750	764	796	780	808	853	927	912	9,659	9,070	6-7	5
East South Central	344	336	310	381	359	356	346	335	330	340	394	383	425	4,296	4,015	6-8	7
West South Central	639	585	557	661	642	616	635	646	666	661	656	680	723	7,728	7,529	5-7	5
Mountain*	208	205	212	226	213	200	226	221	224	219	233	228	243	2,650	2,435	9-11	*10
Pacific	962	902	836	1,061	936	960	1,025	977	998	1,052	1,064	1,036	1,085	11,933	11,313	3-5	4

*Note that data for this division are subject to a very high sampling error.
[1]Final estimate.
[2]Preliminary estimate.
See map, page 15.

See page 15, Estimating Procedures.

Table 7. PERCENTAGE CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS: GEOGRAPHIC DIVISION, FOR SELECTED KINDS OF BUSINESS JANUARY 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—				Sampling errors of the percent changes for columns—[2]			
	Sales		Inventories					
	January 1966 from—		January 1966 from—					
	January 1965	December 1965	January 1965	December 1965				
	A	B	C	D	A	B	C	D
MERCHANT WHOLESALERS, TOTAL	+13	-11	+7	+1	0.9	0.5	0.9	0.3
New England	+11	-16	+6	-1	4	2	4	1
Middle Atlantic	+17	-13	+9	0	2	1	1	1
East North Central	+12	-12	+12	+1	2	1	2	1
West North Central	+18	-10	+6	+3	3	2	2	1
South Atlantic	+9	-10	+7	0	3	1	2	1
East South Central	+6	-13	*-1	+3	3	2	*12	1
West South Central	+9	-9	+3	+1	3	2	2	1
Mountain	+6	-9	+1	+1	4	2	4	1
Pacific	+11	-8	+5	-1	3	1	2	1
DURABLE GOODS, TOTAL	+15	-8	+9	+1	1.1	0.6	0.8	0.2
New England	+6	-16	+4	0	5	2	4	1
Middle Atlantic	+23	-10	+11	0	2	1	2	1
East North Central	+15	-7	+17	+1	3	1	2	1
West North Central	+16	-10	+5	0	4	2	3	1
South Atlantic	+11	-7	+8	0	4	2	3	1
East South Central	+10	-5	+3	+4	5	3	4	1
West South Central	+9	-5	+9	+2	4	2	3	1
Mountain	+11	-3	-6	-1	6	3	4	1
Pacific	+15	-4	+8	+1	4	2	2	1
NONDURABLE GOODS, TOTAL	+11	-14	+3	+1	1.1	0.7	1.4	0.5
New England	+15	-16	+9	-3	5	3	5	2
Middle Atlantic	+14	-15	+6	0	2	1	2	1
East North Central	+11	-15	+5	+2	3	2	2	1
West North Central	+20	-9	+7	+6	4	3	4	1
South Atlantic	+8	-12	+5	-1	3	2	3	1
East South Central	+2	-19	(X)	+1	5	2	-	2
West South Central	+9	-12	-7	0	4	2	3	1
Mountain	+1	-14	+17	+6	6	2	6	1
Pacific	+7	-11	-1	-3	4	2	3	1
Automotive equipment, tire, tube wholesalers	+5	0	+4	-1	3	2	3	1
Middle Atlantic	(X)	-10	-7	-2	-	4	7	1
East North Central	+12	+5	+23	+3	8	3	7	1
West North Central	+11	-3	+5	0	9	3	8	1
South Atlantic	+11	+3	+2	-3	7	3	7	2
East South Central	(X)	+1	(X)	-1	-	3	-	2
West South Central	(X)	-6	(X)	-4	-	4	-	1
Mountain	(X)	-4	(X)	-1	-	3	-	1
Pacific	+10	+8	+8	-2	9	2	9	2
Electrical supplies, apparatus distributors	+8	-27	0	-3	3	2	2	1
Middle Atlantic	+3	-33	+4	-1	9	4	5	1
East North Central	+12	-26	+7	-2	5	4	4	1
West North Central	(X)	-34	(X)	-1	-	4	-	2
South Atlantic	(X)	-24	-4	+1	-	4	5	2
West South Central	(X)	-21	-6	-3	-	4	8	2
Mountain	(X)	-27	(X)	-6	-	4	-	3
Pacific	-2	-21	-4	-4	7	3	5	2
Electrical appliances, TV, radio sets, electronic parts distributors	+24	-10	+4	+1	3	2	2	1
New England	(X)	-6	(X)	+1	-	3	-	3
Middle Atlantic	+25	-15	+4	0	7	4	7	1
East North Central	+25	-15	+21	+2	8	3	7	2
West North Central	(X)	-3	-3	0	-	4	8	2
South Atlantic	(X)	-10	+3	+5	-	5	8	2
East South Central	(X)	-2	(X)	-2	-	6	-	2
West South Central	(X)	-1	(X)	+6	-	4	-	2
Pacific	+13	-8	-6	0	8	3	8	2
Furniture, home furnishings wholesalers	+5	-15	+11	0	3	2	3	1
New England	(X)	-29	(X)	+1	-	6	-	2
Middle Atlantic	-1	-18	+10	-1	7	4	6	1
East North Central	-2	-13	-3	0	9	5	7	1
West North Central	(X)	-21	(X)	+3	-	4	-	2
South Atlantic	(X)	-1	+9	-1	-	5	9	2
West South Central	(X)	-3	(X)	-1	-	5	-	2
Pacific	+21	-17	+27	+1	9	3	8	1
Hardware wholesalers	+10	-7	+4	+3	3	1	2	1
Middle Atlantic	(X)	-3	(X)	+2	-	5	-	1
East North Central	+8	-5	+9	+1	5	2	5	1
West North Central	+23	-7	+6	+1	9	4	7	1
South Atlantic	+4	-14	-4	+3	8	4	8	1
East South Central	+2	-9	-1	+8	5	2	4	1
West South Central	+4	-8	+5	+10	7	3	7	1
Mountain	(X)	-15	-8	+1	-	4	8	2
Pacific	+4	-4	0	0	6	4	7	1
Plumbing, heating equipment, supplies, distributors	+15	-8	+8	-1	2	1	2	1
New England	(X)	-23	(X)	+1	-	5	-	1
Middle Atlantic	+14	-11	+11	-1	7	4	5	1
East North Central	+18	-9	-4	-5	8	3	6	1
West North Central	(X)	-2	-12	-2	-	5	7	2
South Atlantic	+21	-6	+3	0	8	4	8	1
East South Central	(X)	-12	(X)	+1	-	5	-	1
Mountain	(X)	+4	(X)	-1	-	6	-	2

See footnotes at end of table.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS: January 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—				Sampling errors of the percent changes for columns—[2]			
	Sales		Inventories					
	January 1966 from—		January 1966 from—					
	January 1965	December 1965	January 1965	December 1965				
	A	B	C	D	A	B	C	D
Lumber, construction materials distributors, total	+12	-8	+7	+1	3	2	3	1
New England	(X)	-11	(X)	+6	-	6	-	2
Middle Atlantic	(X)	-2	+9	0	-	3	6	2
East North Central	+11	-13	+10	+1	8	4	6	1
West North Central	(X)	-15	(X)	-2	-	5	-	2
South Atlantic	+5	-12	+12	0	9	4	7	2
East South Central	(X)	-11	(X)	+3	-	5	-	3
West South Central	(X)	-14	(X)	+2	-	6	-	1
Pacific	+3	-4	0	+1	8	3	7	2
Industrial machinery, equipment, supplies, distributors	+18	-5	+10	0	4	2	3	1
Middle Atlantic	(X)	+1	+14	-1	-	5	7	2
East North Central	(X)	-7	+18	-1	-	4	7	1
West South Central	-6	-16	+6	+7	8	4	6	1
Pacific	(X)	+1	(X)	-3	-	6	-	1
General-line grocery wholesalers	+6	-5	+1	-2	2	1	2	1
New England	(X)	+1	(X)	-12	-	3	-	2
Middle Atlantic	-2	-8	-13	-10	6	2	6	1
East North Central	-5	-4	-8	-3	4	1	4	1
West North Central	+12	-1	+21	+10	4	1	6	1
South Atlantic	+3	-8	-4	-2	7	3	8	1
East South Central	(X)	-7	(X)	0	-	6	-	2
West South Central	+13	-7	+4	-3	5	2	6	2
Mountain	+16	-2	+10	+10	4	1	4	1
Pacific	+6	-7	-9	-3	4	1	2	1
Specialty-line grocery wholesalers	+8	-14	-6	-3	3	1	4	1
New England	(X)	-10	(X)	-9	-	6	-	4
Middle Atlantic	+18	-19	-6	-1	8	3	7	2
East North Central	-2	-13	-4	-3	7	2	7	2
West North Central	(X)	-9	(X)	-2	-	3	-	1
South Atlantic	(X)	-15	(X)	-1	-	4	-	3
East South Central	(X)	-7	(X)	+3	-	3	-	5
West South Central	(X)	-11	(X)	0	-	4	-	2
Mountain	(X)	-12	(X)	-1	-	4	-	2
Pacific	0	-7	(X)	-8	9	5	-	3
Fresh fruit, vegetable wholesalers	-3	-10	+6	+13	4	2	4	2
Middle Atlantic	-5	-8	(X)	+7	8	5	-	5
East North Central	+2	-15	(X)	+10	9	5	-	3
West North Central	(X)	-11	+16	+12	-	4	8	1
South Atlantic	-4	-4	(X)	+8	7	5	-	4
East South Central	(X)	-12	(X)	+8	-	4	-	-
West South Central	(X)	-18	(X)	+12	-	4	-	5
Mountain	(X)	+5	(X)	+15	-	6	-	3
Pacific	(X)	-6	(X)	+41	-	5	-	4
Drug wholesalers (general and specialty lines)	+9	-3	+6	0	3	1	2	1
New England	(X)	-2	(X)	+4	-	3	-	2
Middle Atlantic	+10	+3	+12	0	6	3	7	1
East North Central	+8	-8	-1	0	5	3	6	1
West North Central	(X)	+6	(X)	-12	-	3	-	2
South Atlantic	+8	-14	+8	-1	6	3	5	1
East South Central	+19	-2	(X)	+1	9	2	-	1
West South Central	+7	+1	+8	+2	6	2	5	1
Pacific	+13	-4	0	0	5	2	5	1
Tobacco distributors	+6	-15	+3	+1	2	1	3	1
New England	-12	-27	(X)	-3	9	3	-	2
Middle Atlantic	+10	-13	+6	+2	6	2	6	1
East North Central	+7	-14	+5	-1	6	2	7	2
West North Central	+5	-13	-2	0	9	2	9	2
South Atlantic	+7	-18	+9	+6	7	1	8	2
East South Central	(X)	-13	(X)	+4	-	3	-	2
West South Central	+10	-10	(X)	+1	9	2	-	1
Pacific	+8	-11	+6	0	8	2	7	2
Dry goods, apparel wholesalers	+10	-4	(X)	(X)	3	2	-	-
New England	(X)	-10	(X)	+6	-	5	-	2
Middle Atlantic	+10	+1	(X)	(X)	4	2	-	-
East North Central	(X)	-34	-10	+10	-	6	9	3
Mountain	(X)	-2	(X)	0	-	5	-	2
Pacific	(X)	+14	(X)	+4	-	5	-	3

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

(X) Withheld due to extreme variablility of the reported data, or a high nonresponse rate.

[1]See map, page 11.

[2]The sampling errors (in percent) shown in the above table are medians based on 13 measurements from June 1964 through June 1965 for all columns.

(See explanation and use of sampling errors on page 16.)

*This percentage change is subject to a high sampling error.

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 20 through 22.

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) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1958. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 SSA 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 are not 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 the 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 SSA) were missed in the old sample.

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

During January 1961, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1961 survey, are available upon request. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

4. Currently Published Data

Sales.--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.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 43 individual kinds of business, as well as for kind-of-business groups. The December 1965 report, which is available upon request, included dollar volume estimates, trends, and sampling errors

of the cumulative sales for 12 months 1965 and 1964, for all kinds of business for which monthly sales estimates are shown in table 1 and for selected additional kinds of business for which monthly sales estimates are not published. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic division, based on unadjusted dollar volume estimates, for these summary trade groups and for additional kinds of business for which the sales estimates are not published.

Inventories.--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.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in Table 5.

Stock-sales ratios.--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 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-9 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 9 (page 18) shows the factors used to adjust the data; Table 10 (page 19) shows the average month-to-month changes and related summary measures for the seasonally adjusted series.

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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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.

The preliminary "composite" estimate is a weighted average of two estimates: (a) the current month unbiased estimate (weight .3) and (b) a ratio estimate (weight .7) obtained by multiplying the above previous month composite estimate by the current to previous month ratio obtained from the current month reports.

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.

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 median sampling error of the inventory estimates for all trades combined (excluding farm products) was 1.1 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 sales and inventories. 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" estimates of the current month and the final "composite" estimate of the previous month and the year-ago 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" estimates. 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 of the sales and inventory data by geographic division are included in tables 6 and 7.

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.

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 10 percent of the total sales and 25 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 March 1965. The published estimate is $6,408 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,408 million by .009 we obtain $58 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,350 and $6,466 million. Doubling the given median sampling error gives us the limits $6,292 to $6,524 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 February 1965 to March 1965 for all durable goods. This ratio of change, obtained by dividing $6,408 million by $5,378 million, is 1.192 (it can also be expressed as a 19% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.192 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 1.185 to 1.199 (that is, that the February to March change was between an 18 percent and a 20 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.178 to 1.206.

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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	4-6	4	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2.3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	5-7	6	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	5-7	6	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
N Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5.2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	-	-
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965.

Table 9.--SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1964-DECEMBER 1965

Kind of business	1964												1965											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factor for sales																							
MERCHANT WHOLESALERS, TOTAL....	94.0	91.8	99.8	101.6	97.6	101.5	101.6	98.6	104.2	107.1	100.8	105.3	90.1	90.0	102.7	100.2	97.6	102.9	98.9	101.2	103.2	103.9	104.3	105.2
TOTAL (excl. farm products, raw materials).....	94.1	91.4	100.1	102.4	98.4	103.2	102.0	99.2	104.8	105.9	99.0	104.8	89.0	90.0	103.2	101.1	98.1	104.7	99.3	102.0	103.8	103.2	101.5	104.7
DURABLE GOODS, TOTAL.....	92.2	89.5	99.0	104.3	99.4	105.7	103.0	99.9	106.0	107.4	97.7	99.2	87.5	88.4	102.5	102.7	99.4	107.7	100.5	102.9	105.1	104.1	100.6	99.0
Motor vehicles, automotive equipment.	96.0	91.4	99.6	106.8	98.8	106.4	106.3	96.6	101.7	106.9	95.3	101.2	89.8	89.1	101.7	104.7	97.6	108.0	103.6	99.8	101.6	103.9	99.7	101.2
Electrical goods.....	94.0	90.8	96.7	95.4	90.8	101.7	101.6	97.8	107.4	109.3	104.1	113.9	89.1	90.5	100.7	93.5	89.8	104.1	99.3	102.2	105.4	105.7	106.4	113.7
Furniture, home furnishings.....	91.5	90.3	102.6	103.7	95.0	97.5	93.6	103.4	106.4	111.1	106.4	101.8	87.1	90.7	105.8	102.2	94.6	99.9	89.5	107.1	106.7	108.7	105.9	102.2
Hardware, plumbing, heating equipment	87.5	83.6	91.8	103.1	101.6	109.0	107.4	105.7	111.2	112.4	98.4	92.2	82.6	82.9	94.5	102.1	100.3	110.4	104.8	108.6	110.2	109.2	101.9	92.0
Lumber, construction materials.....	83.6	79.0	93.1	103.9	106.0	110.7	111.6	109.1	110.8	111.5	97.7	86.1	78.4	77.9	96.9	103.2	105.3	112.8	107.5	111.9	111.1	108.3	100.9	86.0
Machinery, equipment, supplies.....	94.3	91.2	101.6	107.8	101.5	107.1	102.6	97.7	103.8	104.1	93.8	98.2	89.2	89.6	105.3	107.1	102.2	109.8	99.7	99.4	103.8	100.9	95.6	98.0
Metals, metalwork (except scrap).....	95.5	92.1	104.4	105.0	101.3	107.0	99.6	99.2	101.8	103.3	95.6	98.8	90.9	91.4	108.1	104.7	102.3	109.3	97.9	99.3	100.1	100.0	97.7	98.6
Scrap, waste materials.....	101.0	98.8	105.8	111.0	101.1	101.7	95.1	96.0	99.4	105.3	94.2	97.1	97.0	96.9	109.2	107.8	101.1	103.7	91.2	98.2	98.5	101.2	97.7	97.3
Jewelry.....	80.9	82.6	96.2	92.4	88.8	83.6	78.2	98.6	116.6	129.8	122.8	130.1	75.8	83.5	100.7	91.9	89.2	84.7	76.5	101.5	117.1	125.7	125.2	129.6
NONDURABLE GOODS, TOTAL.....	96.8	93.0	99.8	99.3	96.2	99.6	100.4	97.7	103.0	106.6	102.6	109.2	92.0	91.2	102.7	98.3	96.2	99.7	98.0	100.1	102.1	103.9	106.6	109.0
TOTAL (excl. farm products, raw materials).....	95.6	92.9	101.0	101.0	97.6	101.1	100.9	98.4	103.8	104.4	99.7	108.8	90.3	91.6	103.7	99.8	97.1	102.1	98.4	101.2	102.9	102.7	102.2	108.7
Groceries and related products.....	99.4	93.7	101.0	101.0	99.9	101.9	104.4	97.8	101.7	101.4	97.4	105.2	95.2	92.5	104.0	99.2	98.4	102.8	101.6	100.0	101.8	100.0	99.9	105.1
Beer, wine, distilled alcoholic bev..	80.2	82.1	97.0	95.9	100.0	103.5	103.5	98.2	100.1	103.9	107.9	132.0	77.3	79.7	100.0	96.4	100.3	103.8	102.8	100.0	98.3	99.8	111.2	131.9
Drugs, chemicals, allied products....	100.3	92.4	101.7	103.1	97.8	100.5	99.2	97.9	107.3	106.2	97.9	100.0	94.1	90.2	105.0	101.2	98.3	103.1	96.5	101.1	106.4	104.5	100.0	99.9
Tobacco, tobacco products.....	94.6	90.5	96.2	99.8	98.4	105.6	105.2	101.0	102.6	101.2	97.8	111.3	90.0	88.0	99.2	98.6	97.8	105.6	102.9	102.9	103.1	100.8	100.7	111.1
Dry goods, apparel.....	93.1	94.0	106.2	99.0	92.9	97.2	96.5	104.9	110.4	112.5	105.2	89.9	87.4	94.9	108.7	99.9	89.6	100.3	93.1	108.6	108.9	113.4	105.7	92.0
Paper, paper products, excl.wallpaper.	99.0	94.2	99.4	101.1	97.3	100.4	97.0	98.8	106.6	108.0	98.0	103.8	93.8	92.1	102.9	99.7	97.7	103.1	95.4	102.2	104.7	105.0	99.8	103.6
Farm products (raw materials).....	95.4	95.6	96.3	93.1	89.9	82.8	96.6	94.6	97.1	122.2	122.7	114.7	92.7	92.3	98.8	90.5	91.2	86.6	95.9	96.0	98.6	115.7	126.2	114.3
Other nondurable goods.....	94.4	96.8	104.1	102.7	97.8	99.0	93.3	97.5	101.7	105.9	100.3	114.2	90.9	94.2	106.1	102.3	98.7	96.9	91.4	99.3	101.1	102.7	103.1	114.3
	Seasonal adjustment factors for inventories																							
MERCHANT WHOLESALERS, TOTAL....	99.8	99.8	100.3	99.4	98.9	99.1	99.0	99.6	100.1	101.7	102.3	99.7	100.1	99.4	99.8	99.2	99.3	99.3	99.0	99.3	100.6	102.3	102.6	99.8
TOTAL (excl. farm products, raw materials).....	98.2	98.3	99.1	100.2	100.9	101.2	100.5	100.4	100.8	101.2	100.9	98.1	98.4	98.2	99.4	100.0	101.1	101.3	100.4	100.1	101.1	101.6	101.4	98.1
DURABLE GOODS, TOTAL.....	97.5	98.4	100.6	100.7	101.9	102.2	101.2	100.6	100.5	99.9	99.2	97.8	98.1	98.7	100.1	100.2	101.9	102.5	101.0	100.0	100.8	100.2	99.5	97.9
Motor vehicles, automotive equipment.	98.6	100.7	101.8	100.2	102.3	103.2	100.5	98.8	99.2	98.6	99.4	98.2	98.3	99.7	100.6	100.0	102.6	104.4	99.6	98.5	99.4	99.1	99.8	98.4
Electrical goods.....	96.5	98.6	99.8	100.5	102.0	103.5	99.9	99.7	102.1	102.8	100.4	95.0	96.5	99.4	98.9	100.1	102.2	104.1	99.3	99.2	102.8	103.3	99.7	95.0
Furniture, home furnishings.....	94.6	98.5	101.4	102.1	99.2	100.1	100.1	101.8	100.3	102.0	101.0	98.4	95.4	99.1	101.0	101.6	97.5	100.6	100.9	101.9	99.1	102.2	102.4	98.3
Hardware, plumbing, heating equipment.	96.2	99.1	101.8	101.7	102.7	103.8	103.8	100.7	100.0	99.3	97.2	93.7	96.0	99.6	102.0	101.5	102.5	104.0	103.3	101.0	100.0	99.0	97.5	93.8
Lumber, construction materials.....	96.7	98.1	102.7	102.3	103.3	101.4	101.5	101.5	100.4	97.9	96.9	97.5	97.0	96.7	101.9	101.9	105.0	102.3	100.9	100.6	101.9	97.5	97.3	97.5
Machinery, equipment, supplies.....	97.7	96.8	99.9	100.7	101.6	101.4	101.4	100.7	100.9	99.8	100.2	98.5	99.8	98.1	100.1	100.5	101.4	101.8	101.1	99.6	100.7	99.5	99.3	98.5
Metals, metalwork (except scrap).....	99.8	99.6	100.5	102.6	101.8	99.9	100.3	100.9	98.7	98.2	98.4	102.3	99.1	98.6	99.7	100.9	100.6	99.9	100.6	101.1	98.7	99.1	99.9	102.6
Scrap, waste materials.....	97.2	95.8	97.4	102.2	101.4	102.8	103.3	102.3	99.8	96.2	98.3	103.8	97.9	95.5	98.5	102.0	100.4	101.0	103.5	101.6	98.8	97.6	100.4	103.8
NONDURABLE GOODS, TOTAL.....	102.4	100.8	99.4	97.7	95.7	96.0	96.7	98.9	100.1	105.1	105.7	102.0	102.8	100.4	99.2	97.9	96.0	95.5	96.6	98.4	100.2	105.0	106.4	102.0
TOTAL (excl. farm products, raw materials).....	99.0	98.1	98.6	99.2	99.3	99.8	99.5	100.0	101.2	103.5	103.8	98.6	99.0	97.6	98.1	99.5	99.6	99.4	99.3	100.0	101.6	103.7	104.0	98.6
Groceries and related products.....	101.2	101.2	101.3	99.9	100.4	98.5	96.7	96.2	98.1	103.3	103.6	99.4	100.9	100.6	101.1	101.0	100.7	98.0	97.1	96.3	98.5	103.7	103.2	99.3
Beer, wine, distilled alcoholic bev..	94.8	91.3	94.7	98.4	99.7	101.3	100.1	99.9	103.8	108.3	112.6	97.4	95.3	90.7	94.6	99.7	100.3	98.8	99.1	100.5	102.8	108.1	112.7	97.7
Drugs, chemicals, allied products....	98.6	98.8	99.3	101.6	99.6	99.3	99.7	100.7	100.6	102.3	101.2	98.8	98.7	97.8	99.2	101.9	100.2	98.5	99.5	100.8	100.9	102.4	102.1	98.9
Tobacco, tobacco products.....	98.1	97.3	98.4	98.2	99.4	97.8	98.7	100.0	103.1	105.7	106.0	97.6	99.0	97.7	98.3	97.4	98.6	98.5	99.1	100.2	102.5	104.9	106.5	97.7
Paper, paper products, excl.wallpaper.	97.2	95.9	98.6	103.0	100.1	100.6	101.5	103.4	100.6	99.3	99.9	100.1	96.9	95.8	98.6	102.1	100.1	101.6	102.9	102.7	100.5	99.0	100.4	100.0
Farm products (raw materials).....	115.2	115.3	103.5	89.4	77.8	77.3	84.5	93.9	96.4	110.2	117.4	117.7	118.8	113.3	104.5	91.0	79.3	77.7	83.7	92.2	95.5	110.9	115.7	117.6
Other nondurable goods.....	100.8	97.6	96.0	96.0	97.2	100.1	99.3	101.4	102.3	104.4	105.5	99.7	100.6	98.2	95.6	97.0	96.4	99.2	98.4	100.7	102.6	105.1	107.0	99.5

NOTE: The seasonal adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through December 1964, using the X-9 version of Census Method II for seasonal adjustment. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which unadjusted data are not published separately.

Adjusted sales and inventory data shown in table 4 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

January 1966 data shown in table 4 have been obtained by using the January 1965 seasonal adjustment factors, adjusted in the case of sales for January 1966 trading days.

Table 10.--AVERAGE MONTH-TO-MONTH PERCENT CHANGES AND RELATED SUMMARY MEASURES FOR SEASONALLY ADJUSTED SALES AND INVENTORIES OF MERCHANT WHOLESALERS

Kind of business	$\bar{O}$	$\bar{S}$	Range of seasonal factor	$\overline{CI}$	$\bar{I}$	$\bar{C}$	$\overline{I/C}$	MCD	Average duration of run			
									CI	I	C	MCD
	Sales											
MERCHANT WHOLESALERS, TOTAL	5.21	3.80	16.2	.97	.77	.55	1.40	2	2.02	1.60	15.29	3.79
TOTAL (excluding farm products, raw materials)	5.05	3.74	15.5	.88	.68	.55	1.24	2	2.38	1.70	15.29	4.82
DURABLE GOODS, TOTAL	5.57	4.52	18.2	1.24	.81	.85	.95	1	2.43	1.62	9.73	2.43
Motor vehicles, automotive equipment	5.85	4.62	17.2	2.52	2.30	.77	2.99	3	1.84	1.57	8.23	3.62
Electrical goods	5.51	5.03	19.7	1.81	1.65	.62	2.66	3	1.55	1.43	10.70	4.04
Furniture, home furnishings	7.46	7.02	22.4	1.88	1.75	.62	2.82	3	1.98	1.62	8.92	4.38
Hardware, plumbing, heating equipment	7.10	6.45	28.8	1.53	1.38	.53	2.60	3	1.70	1.51	8.92	3.00
Lumber, construction materials	8.36	7.35	34.7	2.36	1.96	1.00	1.96	3	1.98	1.53	8.92	4.38
Machinery, equipment, supplies	5.64	3.85	16.7	1.63	1.27	.93	1.37	2	2.49	1.65	8.92	3.93
Metals, metalwork (except scrap)	6.61	4.90	14.4	3.05	2.27	1.65	1.38	2	2.43	1.73	10.70	3.12
Scrap, waste materials	8.01	5.77	15.3	4.76	3.95	2.46	1.61	2	2.23	1.60	9.73	4.08
Jewelry	13.34	12.46	52.6	4.27	4.05	1.14	3.55	4	1.62	1.51	9.73	3.59
NONDURABLE GOODS, TOTAL	5.38	3.60	14.9	1.05	.96	.43	2.23	3	1.88	1.51	10.70	4.04
TOTAL (excluding farm products, raw materials)	4.97	3.50	13.3	.88	.75	.41	1.83	3	2.10	1.81	13.38	4.04
Groceries, related products	4.89	2.85	9.5	1.09	.95	.43	2.21	3	2.14	1.62	11.89	3.89
Beer, wine, distilled alcoholic beverages	10.35	8.92	49.1	1.64	1.54	.47	3.28	3	1.62	1.53	9.73	3.62
Drugs, chemicals, allied products	5.90	4.63	16.2	1.54	1.37	.53	2.58	3	1.70	1.70	10.70	3.09
Tobacco, tobacco products	6.44	4.73	19.3	1.09	1.09	.36	3.03	4	1.98	1.53	35.67	6.12
Dry goods, apparel	8.22	7.24	26.0	2.28	2.12	.64	3.31	4	1.70	1.55	10.70	3.47
Paper, paper products, excluding wallpaper	5.81	4.21	15.1	1.69	1.59	.53	3.00	4	1.75	1.55	11.89	4.16
Farm products (raw materials)	10.85	7.85	41.2	5.16	5.02	1.32	3.80	4	1.53	1.49	5.94	2.67
Other nondurable goods	5.76	4.55	20.5	2.43	2.25	.78	2.88	3	1.53	1.45	7.64	2.92
	Inventories											
MERCHANT WHOLESALERS, TOTAL	1.18	.82	3.5	.60	.48	.33	1.45	2	2.60	1.76	13.00	3.43
TOTAL (excluding farm products, raw materials)	1.01	.79	3.4	.48	.29	.36	.81	1	4.33	1.93	13.00	4.33
DURABLE GOODS, TOTAL	1.02	.83	4.6	.54	.34	.41	.83	1	3.06	1.86	14.86	3.06
Motor vehicles, automotive equipment	1.82	1.17	5.9	1.14	1.03	.60	1.72	2	2.42	1.51	20.80	3.55
Electrical goods	2.52	2.16	8.9	.98	.83	.48	1.73	3	2.08	1.79	11.56	5.37
Furniture, home furnishings	2.76	2.09	6.9	1.50	1.42	.44	3.23	4	1.76	1.55	11.56	4.39
Hardware, plumbing, heating equipment	2.00	1.74	10.2	.77	.62	.39	1.59	2	2.17	1.55	10.40	5.15
Lumber, construction materials	2.59	1.66	7.6	1.66	1.53	.66	2.32	3	1.89	1.55	7.43	3.40
Machinery, equipment, supplies	1.29	.76	3.8	.96	.77	.53	1.45	2	2.48	1.68	11.56	3.68
Metals, metalwork (except scrap)	2.41	1.55	3.6	1.65	1.08	1.13	.96	1	3.15	2.36	8.00	3.15
Scrap, waste materials	3.79	2.29	8.3	2.79	2.41	1.05	2.30	4	2.26	1.73	6.93	4.04
NONDURABLE GOODS, TOTAL	2.27	1.91	10.7	1.07	.91	.42	2.17	3	2.04	1.70	7.43	3.29
TOTAL (excluding farm products, raw materials)	1.59	1.29	6.3	.68	.54	.38	1.42	2	2.67	1.82	9.45	3.81
Groceries, related products	2.03	1.64	7.3	1.06	.94	.45	2.09	3	2.31	1.76	8.00	4.08
Beer, wine, distilled alcoholic beverages	4.55	3.86	21.8	1.44	1.32	.37	3.57	4	1.86	1.63	7.43	3.37
Drugs, chemicals, allied products	1.71	1.40	4.4	.79	.69	.36	1.92	3	2.31	1.76	9.45	4.43
Tobacco, tobacco products	2.73	1.98	8.9	1.35	1.28	.43	2.98	4	2.21	1.82	9.45	6.31
Paper, paper products, excluding wallpaper	2.15	1.55	7.0	1.29	1.19	.37	3.22	4	2.04	1.70	8.67	4.59
Farm products (raw materials)	10.79	8.86	40.8	5.22	4.67	1.90	2.46	4	1.76	1.76	7.43	4.39
Other nondurable goods	2.42	1.66	11.0	1.47	1.38	.46	3.00	4	1.96	1.76	8.67	3.37

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in Business Cycle Indicators, Geoffrey H. Moore, editor; National Bureau of Economic Research, Inc., Vol. I, ch. 17, "Electronic Computers and Business Indicators" by Julius Shiskin (Princeton University Press: 1961).

$\bar{O}$ is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

$\bar{S}$ is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of Seasonal Factor is the difference between the largest and smallest seasonal factor for the year 1964. It is a measure of the maximum seasonal change in the unadjusted series.

$\overline{CI}$ is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

$\bar{I}$ is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

$\bar{C}$ is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\overline{I/C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.), 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5-months spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component; that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. MCD is small for smooth series and large for erratic series.

Average Duration of Run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.55 for sales of electrical goods. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.43 for I and 10.70 for C indicate the separation of the seasonally adjusted series into an essentially random component and the cyclical (nonrandom) component. Finally, 4.04 for MCD indicates that a 3-month moving average of the seasonally adjusted series (3-months being the MCD span) reverses direction on the average about every 4 months. The increase in the average duration of run from 1.55 for CI to 4.04 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the above measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected 1 year ahead, and are thus subject to additional error. The currently seasonally adjusted data will therefore be more erratic than would be indicated by the averages shown above.

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 stations 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.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business—for all 3-digit SIC industries and for selected 4-digit SIC industries—by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are—

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

MONTHLY
WHOLESALE TRADE
REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary

BUREAU OF THE CENSUS
A. Ross Eckler, Director

FEBRUARY 1966

BW-66-2

SALES AND INVENTORIES

FOR RELEASE
June 13, 1966[1]

SALES

February 1966 sales of merchant wholesalers, estimated at $15.0 billion, were unchanged from the previous month level but 15 percent above February sales a year ago. Cumulative sales for the first 2 months of 1966 totaled $30.0 billion, an increase of 14 percent over the similar period in 1965.

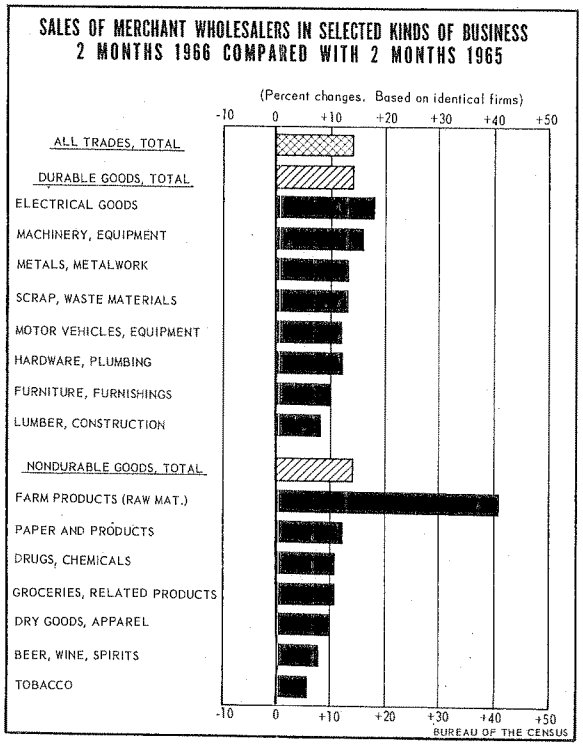
After adjustment for seasonal variations and trading day differences, but not for price changes, February sales amounted to $16.7 billion, down 2 percent from the previous month level but 15 percent above February 1965. Adjusted sales in the durable goods trades declined slightly (-1%) from the previous month level but were 14 percent above February 1965; adjusted non-durable goods sales declined 2 percent from the previous month level but were 16 percent above February sales a year ago.

Based on the adjusted data, most trade groups showed declines from previous month sales levels. Machinery, equipment, supplies (up 3%) and beer, wine, spirits (up 3%) registered gains, while groceries, related products showed no change. Dry goods, apparel (down 10%) and farm products--raw materials (down 8%) registered the sharpest declines.

A comparison of adjusted sales for February 1966 with those for February 1965 showed increases in all trade groups. Among the trades reporting the larger gains over year-ago sales levels were farm products--raw materials (50%), scrap, waste materials (23%), electrical goods (21%), furniture, home furnishings (18%), and machinery, equipment, supplies (15%).

INVENTORIES

Total inventories of merchant wholesalers were valued at $17.9 billion at the end of February. After adjustment for seasonal variations, February inventories remained virtually unchanged from the previous month level but were 7 percent above a year ago. Stocks in both the durable and nondurable goods trades, after adjustment, were little changed from their January levels. However, stocks of durables were 8 percent above a year ago and nondurable stocks were 6 percent above a year ago.



Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. The larger changes were reported in groceries, related products (up 3%) and beer, wine, spirits (up 3%). Changes from year-ago stock levels were more substantial, however, with the larger increases reported in motor vehicles, automotive equipment (10%), furniture, home furnishings (10%), machinery, equipments, supplies (10%), and groceries, related products (9%). Only 2 trades failed to register gains over year-ago stock levels-farm products-raw materials (down 2%) and tobacco, tobacco products (with inventory levels unchanged).

The sample on which these data are based has been revised effective with this publication. The new sample was drawn from 1963 Census of Business lists of merchant wholesalers, supplemented by Social Security Administration records of business births since 1963. While the revised sample is similar in design to the previous sample, which was based on the 1958 Census of Business, data developed from the new sample are not comparable with data previously published in this series. These differences are due, in part, to sampling error, and, in part, to changes in the kind-of-business classification of individual firms between Census years. To provide comparative data for the new series, each month during 1966 trend comparisons for the comparable month of 1965 will be derived from the new sample based on data for identical firms (see tables 4 and 5). A detailed description of the sample design and of the differences between the old and new samples is included on pages 8 and 9.

[1]An advance release of February 1966 data was issued on May 26, 1966.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted			Adjusted[1]	
	Jan.	Feb.[2]	Total 2 months 1966	Jan.	Feb.[2]
MERCHANT WHOLESALERS, TOTAL	15,018	15,009	30,027	16,981	16,719
TOTAL (excluding farm products, raw materials)	13,762	13,817	27,579	15,550	15,408
DURABLE GOODS, TOTAL	6,544	6,592	13,136	7,563	7,466
Motor vehicles, automotive equipment, total	967	969	1,936	1,106	1,100
Automobiles, other motor vehicles	389	402	791	-	-
Automotive equipment, tires, tubes	578	567	1,145	-	-
Electrical goods, total	1,052	1,037	2,089	1,195	1,148
Electrical supplies, apparatus	412	436	848	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	640	601	1,241	-	-
Furniture, home furnishings, total	294	300	594	337	334
Home furnishings, floor coverings	186	197	383	-	-
Hardware, plumbing, heating equipment, supplies, total	621	625	1,246	767	745
Hardware	234	249	483	-	-
Plumbing and heating equipment, supplies	316	308	624	-	-
Air conditioning, refrigeration equipment, supplies	71	67	138	-	-
Lumber, construction materials, total	685	663	1,348	873	826
Lumber, millwork	472	454	926	-	-
Construction materials	213	209	422	-	-
Machinery, equipment, supplies, total	1,684	1,744	3,428	1,901	1,960
Commercial, industrial machinery, equipment	1,185	1,224	2,409	-	-
Construction machinery, equipment	223	264	487	-	-
Industrial machinery, equipment, supplies	817	820	1,637	-	-
Professional equipment, supplies	198	193	391	-	-
Service-establishment equipment, supplies	139	134	273	-	-
Metals, metalwork (except scrap), total	720	726	1,446	808	788
Scrap, waste materials, total	412	401	813	431	418
Iron, steel scrap	230	215	445	-	-
Waste materials	182	186	368	-	-
NONDURABLE GOODS, TOTAL	8,474	8,417	16,891	9,418	9,253
TOTAL (excluding farm products, raw materials)	7,218	7,225	14,443	7,987	7,942
Groceries and related products, total	3,069	3,019	6,088	3,286	3,285
General-line groceries	1,202	1,157	2,359	-	-
Specialty-line groceries	799	797	1,596	-	-
Confectionery	93	97	190	-	-
Meat, meat products	579	547	1,126	-	-
Poultry, poultry products	144	157	301	-	-
Fresh fruits, vegetables	252	264	516	-	-
Beer, wine, distilled alcholic beverages, total	619	666	1,285	812	833
Beer	276	294	570	-	-
Wine, distilled spirits	343	372	715	-	-
Drugs, chemicals, allied products, total	607	568	1,175	650	628
Drugs, drug proprietaries, sundries	360	326	686	-	-
Paints, varnishes	31	31	62	-	-
Other chemicals, allied products	216	211	427	-	-
Tobacco, tobacco products	397	391	788	447	443
Dry goods, apparel, total	686	691	1,377	817	734
Apparel and accessories, hosiery, lingerie, footwear	299	322	621	-	-
Dry goods, notions	248	240	488	-	-
Paper, paper products, excluding wallpaper, total	463	446	909	498	488
Paper	348	336	684	-	-
Farm products (raw materials), total	1,256	1,192	2,448	1,431	1,311
Grain	802	766	1,568	-	-
Other nondurable goods, total	1,377	1,444	2,821	1,477	1,531
Amusement, sporting goods	197	195	392	-	-
Books, magazines, newspapers	96	98	194	-	-
Coal	60	57	117	-	-
Farm supplies	237	271	508	-	-

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 and minor revisions.

[1]Adjusted for seasonal variations and trading day differences. Adjusted data not available for all kinds of business, only for the summary kinds of business shown.

[2]Preliminary estimate. See page 10, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted		Adjusted[1]	
	January	February[2]	January	February[2]
MERCHANT WHOLESALERS, TOTAL	17,997	17,938	18,017	18,054
TOTAL (excluding farm products, raw materials)	16,419	16,482	16,719	16,785
DURABLE GOODS, TOTAL	10,337	10,444	10,557	10,587
Motor vehicles, automotive equipment, total	1,841	1,851	1,863	1,855
Automotive equipment, tires, tubes	1,387	1,395	-	-
Electrical goods, total	1,473	1,496	1,525	1,516
Electrical supplies, apparatus	597	617	-	-
Electrical appliances, TV, ratio sets, electronic parts, equipment	876	879	-	-
Hardware, plumbing, heating equipment, supplies, total	1,221	1,234	1,271	1,241
Hardware	506	513	-	-
Plumbing and heating equipment, supplies	602	606	-	-
Machinery, equipment, supplies, total	2,853	2,886	2,879	2,939
Industrial machinery, equipment, supplies	1,148	1,161	-	-
Metals, metalwork (except scrap), total	1,248	1,240	1,253	1,253
NONDURABLE GOODS, TOTAL	7,660	7,494	7,460	7,467
TOTAL (excluding farm products, raw materials)	6,082	6,038	6,162	6,198
Groceries and related products, total	1,782	1,832	1,777	1,827
General-line groceries	910	927	-	-
Beer, wine, distilled alcoholic beverages, total	746	728	785	805
Wine, distilled spirits	564	544	-	-
Drugs, chemicals, allied products, total	743	723	755	739
Drugs, drug proprietaries, druggists' sundries	508	487	-	-
Paper, paper products (excluding wallpaper), total	449	452	462	473
Paper	317	321	-	-

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent)

Kind of business	Unadjusted		Adjusted[1]	
	January	February[2]	January	February[2]
MERCHANT WHOLESALERS, TOTAL	120	120	106	108
TOTAL (excluding farm products, raw materials)	119	119	108	109
DURABLE GOODS, TOTAL	158	158	140	142
Motor vehicles, automotive equipment, total	190	191	168	169
Automotive equipment, tires, tubes	240	246	-	-
Electrical goods, total	140	144	128	132
Electrical supplies, apparatus	145	142	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	-	-
Hardware, plumbing, heating equipment, supplies, total	197	197	166	167
Hardware	216	206	-	-
Plumbing and heating equipment, supplies	191	197	-	-
Machinery, equipment, supplies, total	169	165	151	150
Industrial machinery, equipment, supplies	141	142	-	-
Metals, metalwork (except scrap), total	173	171	155	159
NONDURABLE GOODS, TOTAL	90	89	79	81
TOTAL (excluding farm products, raw materials)	84	84	77	78
Groceries and related products, total	58	61	54	56
General-line groceries	76	80	-	-
Beer, wine, distilled alcoholic beverages, total	121	109	97	97
Wine, distilled spirits	164	146	-	-
Drugs, chemicals, allied products, total	122	127	116	118
Drugs, drug proprietaries, druggists' sundries	141	149	-	-
Paper, paper products, excluding wallpaper, total	97	101	93	97
Paper	91	96	-	-

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 and minor revisions.

[1]Adjusted for seasonal variations and in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

[2]Preliminary. See page 10, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

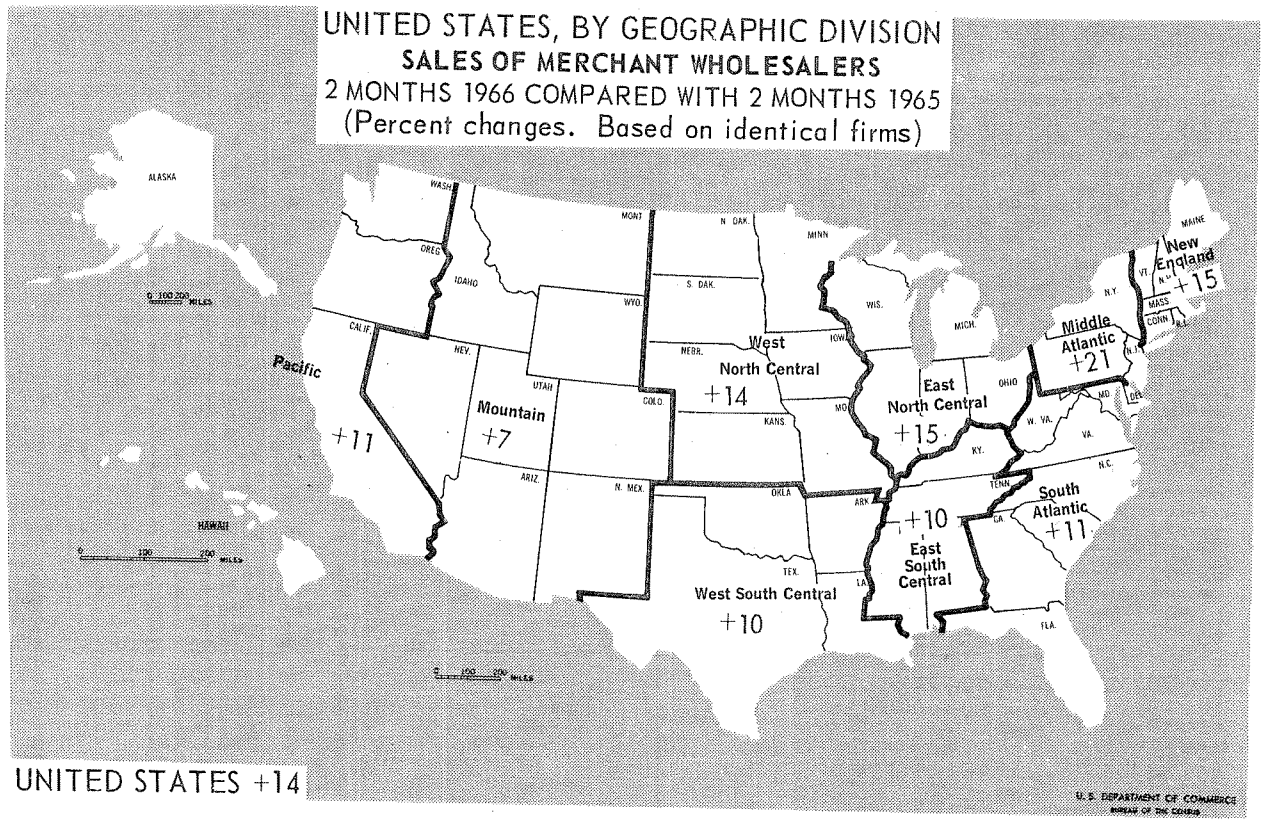
Table 4.--PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: FEBRUARY 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	February 1966 from--		2 months 1966 from 2 months 1965	February 1966 from--		February 1966 from--		February 1966 from--	
	February 1965	January 1966		February 1965	January 1966	February 1965	January 1966	February 1965	January 1966
MERCHANT WHOLESALERS, TOTAL	+15	0	+14	+7	0	+15	-2	+7	0
TOTAL (excluding farm products, raw materials)	+13	0	+12	+8	0	+13	-1	+8	0
DURABLE GOODS, TOTAL	+14	+1	+14	+8	+1	+14	-1	+8	0
Motor vehicles, automotive equipment, total	+10	0	+12	+10	+1	+10	-1	+10	0
Automobiles, other motor vehicles	+17	+3	+30	+39	0	-	-	-	-
Automotive equipment, tires, tubes	+5	-2	+3	+3	+1	-	-	-	-
Electrical goods, total	+21	-1	+18	+9	+2	+21	-4	+8	-1
Electrical supplies, apparatus	+18	+6	+13	+11	+3	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+24	-6	+21	+8	0	-	-	-	-
Furniture, home furnishings, total	+18	+2	+10	+10	+2	+18	-1	+10	-1
Furniture-household, office	+19	-4	+5	+7	-2	-	-	-	-
Home furnishings, floor coverings	+18	+6	+13	+12	+4	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+11	+1	+12	+4	+1	+11	-3	+4	-2
Hardware	+13	+6	+11	+9	+1	-	-	-	-
Plumbing and heating equipment, supplies	+9	-3	+12	+1	+1	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+11	-6	+14	+2	+1	-	-	-	-
Lumber, construction materials, total	+6	-3	+8	+2	+2	+6	-5	+3	+1
Lumber, millwork	+8	-4	+9	+1	0	-	-	-	-
Construction materials	+1	-2	+7	+4	+5	-	-	-	-
Machinery, equipment, supplies, total	+15	+4	+16	+10	+1	+15	+3	+10	+2
Commercial, industrial machinery, equipment, supplies	+19	+4	+18	+7	+1	-	-	-	-
Construction machinery, equipment	+28	+18	+25	+4	0	-	-	-	-
Industrial machinery, equipment, supplies	+13	0	+16	+9	+1	-	-	-	-
Professional equipment, supplies	+9	-3	+11	+11	+3	-	-	-	-
Service-establishment equipment, supplies	+6	-4	+9	+1	-1	-	-	-	-
Metals, metalwork (except scrap), total	+9	+1	+13	+8	-1	+8	-2	+8	0
Scrap, waste materials, total	+22	-3	+13	+8	-2	+23	-3	+8	+2
Iron, steel scrap	+14	-7	+11	+4	-1	-	-	-	-
Waste materials	+32	+2	+17	+15	+3	-	-	-	-
NONDURABLE GOODS, TOTAL	+16	-1	+14	+6	-2	+16	-2	+6	0
TOTAL (excluding farm products, raw materials)	+12	0	+11	+8	-1	+12	-1	+8	+1
Groceries and related products, total	+14	-2	+11	+9	+3	+14	0	+9	+3
General-line groceries	+11	-4	+10	+5	+2	-	-	-	-
Specialty-line groceries	+16	0	+11	+14	+2	-	-	-	-
Confectionery	+8	+4	+12	+16	+19	-	-	-	-
Meats, meat products	+21	-6	+20	+12	+6	-	-	-	-
Poultry, poultry products	+22	+9	+12	-7	0	-	-	-	-
Fresh fruits, vegetables	+4	+5	-4	+7	0	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+8	+8	+8	+7	-2	+8	+3	+7	+3
Beer	+11	+7	+10	+9	+1	-	-	-	-
Wine, distilled spirits	+6	+8	+7	+6	-4	-	-	-	-
Drugs, chemicals, allied products, total	+8	-6	+11	+6	-3	+8	-3	+6	-2
Drugs, drug proprietaries, druggists' sundries	+8	-9	+11	+3	-4	-	-	-	-
Paints, varnishes	-3	0	+3	+11	+5	-	-	-	-
Other chemicals, allied products	+9	-2	+11	+12	-1	-	-	-	-
Tobacco, tobacco products	+8	-2	+6	+1	-1	-	-	0	0
Dry goods, apparel, total	+9	+1	+10	(X)	(X)	+7	-1	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+8	+8	+13	+4	+1	+9	-10	-	-
Dry goods, notions	+14	-3	+10	+2	-5	-	-	-	-
Paper, paper products, excluding wallpaper, total	+13	-4	+12	+4	+1	+13	-2	+4	+2
Paper	+12	-3	+12	+5	+1	-	-	-	-
Farm products (raw materials), total	+51	-5	+41	-2	-8	+50	-8	-2	-2
Grain	+63	-4	+52	(X)	(X)	-	-	-	-
Other nondurable goods, total	+14	+5	+13	+15	-3	+14	+4	+15	-1
Amusement, sporting goods	0	-1	+11	+15	+3	-	-	-	-
Books, magazines, newspapers	+4	+2	+5	+8	+6	-	-	-	-
Coal	+1	-5	+4	+64	-9	-	-	-	-
Farm supplies	+11	+14	+8	+12	-9	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate.

[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes 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 new series and the same month a year ago in the old series.



UNITED STATES +14

Table 5.--PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS--GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS: FEBRUARY 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	February 1966 from—		2 months 1966 from 2 months 1965	February 1966 from—						
	February 1965	January 1966		February 1965	January 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+15	0	+14	+7	0	0.9	0.5	0.7	0.9	0.3
New England	+14	+1	+15	+4	-3	4	2	3	4	1
Middle Atlantic	+19	+4	+21	+7	-1	2	1	2	1	1
East North Central	+17	-1	+15	+7	-1	2	1	2	2	1
West North Central	+14	-3	+14	+9	+1	3	2	3	2	1
South Atlantic	+11	+1	+11	+8	0	3	1	2	2	1
East South Central	+11	-9	+10	+3	-2	3	2	3	*12	1
West South Central	+10	-1	+10	+8	+4	3	2	3	2	1
Mountain	+8	0	+7	+11	+1	4	2	5	4	1
Pacific	+12	-1	+11	+5	-2	3	1	2	?	1
Automotive equipment, tire, tube wholesalers	+5	-2	+2	+3	+1	3	2	4	3	1
New England	(X)	-10	(X)	(X)	+2	-	4	-	-	1
Middle Atlantic	(X)	+2	-1	+13	0	-	4	9	7	1
East North Central	+10	-5	(X)	+3	0	8	3	-	7	1
West North Central	+21	+8	0	+2	+4	9	3	4	8	1
South Atlantic	0	-7	0	+8	+4	7	3	4	7	2
East South Central	(X)	-14	-2	(X)	+2	-	3	9	-	2
West South Central	(X)	+11	(X)	(X)	-1	-	4	-	-	1
Mountain	(X)	+6	(X)	(X)	+15	-	3	-	-	1
Pacific	+1	-2	(X)	-4	-1	9	2	-	9	2
Electrical supplies, apparatus distributors	+18	+5	+15	+11	+4	3	2	2	2	1
Middle Atlantic	+22	+1	+20	+20	+6	9	4	8	5	1
East North Central	+25	+7	+9	+13	+2	5	4	4	4	1
West North Central	(X)	+8	+17	(X)	+6	-	4	4	-	2
South Atlantic	(X)	+15	+11	+14	+12	-	4	6	5	2
East South Central	(X)	(X)	+17	+2	+1	-	-	8	8	2
West South Central	(X)	+6	-2	+3	+4	-	4	3	8	2
Mountain	(X)	+14	+12	(X)	+5	-	4	7	-	3
Pacific	+21	+11	+40	+1	-8	7	3	7	5	2
Electrical appliances, TV, radio sets, electronic parts distributors	+24	-6	+21	+8	+1	3	2	2	2	1
New England	(X)	+1	+32	(X)	-1	-	3	9	-	3
Middle Atlantic	+27	-9	+24	+12	+2	7	4	4	7	1
East North Central	+33	-3	+28	+7	-4	8	3	7	7	2
West North Central	(X)	-7	+12	-3	-4	-	4	5	8	2
South Atlantic	(X)	-1	+18	-3	-2	-	5	8	8	2
East South Central	(X)	-2	(X)	(X)	+3	-	6	-	-	2
Pacific	+22	-8	+15	+11	-1	8	3	6	8	2
Furniture, home furnishings wholesalers	+18	+3	+13	+10	-4	3	2	3	3	1
Middle Atlantic	+26	0	+16	+9	-35	7	4	6	6	1
East North Central	+33	+10	+26	+28	+9	9	5	7	7	1
West North Central	(X)	+1	+14	(X)	+3	-	4	8	-	2
South Atlantic	(X)	(X)	+2	+10	+6	-	-	9	9	2
West South Central	(X)	+14	(X)	(X)	+7	-	5	-	-	2
Pacific	+7	-5	+8	+9	+1	9	3	8	8	1
Hardware wholesalers	+13	+7	+12	+9	+3	3	1	2	2	1
New England	(X)	+9	+23	(X)	+6	-	4	8	-	1
Middle Atlantic	(X)	-1	+8	(X)	+12	-	5	8	-	1
East North Central	+10	+18	+16	+6	+9	5	2	4	5	1
West North Central	+6	+1	+5	-1	+4	9	4	4	7	1
South Atlantic	+8	+8	+11	+9	(X)	8	4	3	8	1
East South Central	+8	-10	+8	+4	+1	5	2	4	4	-
West South Central	+5	-2	-3	+2	0	7	3	5	7	1
Mountain	(X)	+15	0	+2	+5	-	4	5	8	2
Pacific	+48	+18	+33	+15	+1	6	4	3	7	1
Plumbing, heating equipment, supplies, distributors	+9	-3	+12	+1	-1	2	1	2	2	1
New England	(X)	0	+10	(X)	+5	-	5	9	-	1
Middle Atlantic	+10	+5	+20	-4	-3	7	4	6	5	1
East North Central	+12	-7	+14	+3	-7	8	3	6	6	1
West North Central	(X)	+3	+19	-9	-4	-	5	7	7	2
South Atlantic	+10	-9	+7	+17	+20	8	4	9	8	1
Pacific	(X)	(X)	+2	-6	-5	-	-	5	7	1

See footnotes at end of table.

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS: FEBRUARY 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	February 1966 from—		2 months 1966 from 2 months 1965	February 1966 from—						
	February 1965	January 1966		February 1965	January 1966					
	A	B	C	D	E	A	B	C	D	E
Lumber, construction materials distributors	+6	-2	+7	+2	+2	3	2	3	3	1
New England	(X)	-9	(X)	(X)	+5	-	6	-	-	2
Middle Atlantic	(X)	0	(X)	+3	-4	-	3	-	6	2
East North Central	+28	-5	+20	-6	+8	8	4	7	6	1
West North Central	(X)	-6	+11	(X)	+8	-	5	8	-	2
South Atlantic	-3	-5	+2	+3	+2	9	4	6	7	2
East South Central	(X)	-10	(X)	(X)	-15	-	5	-	-	3
West South Central	(X)	(X)	+1	(X)	+10	-	-	8	-	1
Mountain	(X)	-3	(X)	(X)	-1	-	4	-	-	3
Pacific	-1	0	0	+7	0	8	3	5	7	2
Industrial machinery, equipment supplies distributors	+13	+1	+16	+9	-1	4	2	6	3	1
East North Central	(X)	+2	+28	+7	-1	-	4	9	7	1
West South Central	+9	+3	+9	+6	-4	8	4	6	6	1
Mountain	(X)	-3	(X)	+4	0	-	6	-	9	2
Pacific	(X)	+12	+19	(X)	0	-	6	9	-	1
General-line grocery wholesalers	+11	-4	+10	+5	+2	2	1	1	2	1
New England	(X)	+1	+14	(X)	-2	-	3	8	-	2
Middle Atlantic	+23	+1	+18	-4	+2	6	2	4	6	1
East North Central	+10	-2	+8	+12	+9	4	1	3	4	1
West North Central	+10	-1	+8	+15	-9	4	1	3	6	1
South Atlantic	+9	+2	+10	+6	+3	7	3	5	8	1
West South Central	+9	-5	+13	+9	+6	5	2	4	6	2
Mountain	+6	-10	+12	+6	+3	4	1	2	4	1
Pacific	+10	-1	+5	+5	+2	4	1	1	2	1
Specialty-line grocery wholesalers	+16	0	+11	+14	0	3	1	3	4	1
Middle Atlantic	+22	-1	+14	+29	+1	8	3	6	7	2
East North Central	+10	+8	+10	+4	-1	7	2	5	7	2
West North Central	(X)	-9	(X)	(X)	+3	-	3	-	-	1
South Atlantic	(X)	+1	(X)	(X)	+2	-	4	-	-	3
East South Central	(X)	-4	0	(X)	(X)	-	3	7	-	-
West South Central	(X)	(X)	+4	(X)	(X)	-	4	7	-	-
Pacific	+16	-3	+8	(X)	-14	9	5	8	-	3
Fresh fruit, vegetable wholesalers	+4	+5	-1	+7	0	4	2	4	4	2
New England	(X)	+1	(X)	(X)	(X)	-	6	-	-	-
Middle Atlantic	+5	+7	+2	(X)	-2	8	5	9	-	5
East North Central	+6	+2	-2	(X)	+2	9	5	8	-	3
West North Central	(X)	-2	(X)	+11	+4	-	4	-	8	1
South Atlantic	-13	+2	-8	(X)	-1	7	5	7	-	4
East South Central	(X)	+8	+31	(X)	(X)	-	4	8	-	-
West South Central	(X)	+12	+3	(X)	-3	-	4	5	-	5
Mountain	(X)	+6	(X)	(X)	+7	-	6	-	-	3
Pacific	(X)	+5	-2	(X)	-2	-	5	7	-	4
Drug wholesalers (general and specialty lines)	+8	-10	+11	+3	-4	3	1	3	2	1
New England	(X)	-10	(X)	(X)	+1	-	3	-	-	2
Middle Atlantic	+5	(X)	+18	-13	-11	6	-	4	7	1
East North Central	+11	-6	+9	-1	-11	5	3	4	6	1
West North Central	(X)	-9	(X)	(X)	0	-	3	-	-	2
South Atlantic	0	-4	+3	+5	0	6	3	3	5	1
East South Central	+2	-7	+8	(X)	0	9	2	6	-	1
West South Central	+4	-4	+6	+7	0	6	2	4	5	1
Pacific	+17	+2	+13	+2	-6	5	2	3	5	1
Tobacco distributors	+8	-2	+6	+1	-2	2	1	2	3	1
New England	+6	+5	(X)	(X)	-1	9	3	-	-	2
Middle Atlantic	+13	-1	+9	-9	-17	6	2	4	6	1
East North Central	+2	-4	+6	+4	+2	6	2	3	7	2
West North Central	+12	-10	+8	+5	+6	9	2	7	9	2
South Atlantic	+8	+5	+4	0	+2	7	1	6	8	2
East South Central	(X)	-3	+4	(X)	+1	-	3	7	-	2
West South Central	+7	-5	0	(X)	+2	9	2	7	-	1
Mountain	(X)	(X)	+10	(X)	+11	-	-	8	-	2
Pacific	+9	-6	+3	+7	-3	8	2	8	7	2
Dry goods, apparel wholesalers	+8	+4	+10	(X)	(X)	3	2	3	-	-
New England	(X)	+38	+21	(X)	-10	-	5	8	-	2
Middle Atlantic	+3	+2	+8	(X)	(X)	4	2	3	-	-
East North Central	(X)	+3	+2	+33	-4	-	6	7	9	3
Pacific	(X)	+1	(X)	(X)	+2	-	5	-	-	3

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map page 5.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 11).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 6 and 7. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 will be derived from the new sample (see item 6. Estimating Procedures).

Some users may have a more immediate need for comparative data for prior years. Upon completion of the April survey, the Bureau will prepare, on the basis of the relationship between the new and old sample data for the first 4 months of 1965, a preliminary series for 1964 and 1965 for each kind-of-business group. These data will be available upon request.

4. Currently Published Data

Sales.--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.

Table 1 shows monthly dollar volume estimates, both unadjusted and adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. In addition, unadjusted monthly dollar volume estimates of sales for 39 individual kinds of business are included. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 1. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 5 shows sales trends by geographic divisions for 14 kinds of business and for all kinds of business combined.

Table 6.--COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales			Kind of business	Sales		
	New sample	Old sample	Percent change		New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9	NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	13,762	13,153	4.6	TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
DURABLE GOODS, TOTAL	6,544	6,127	6.8	Groceries and related products, total	3,069	2,963	3.6
				General-line groceries	1,202	1,109	8.4
Motor vehicles, automotive equipment, total	967	887	9.0	Specialty-line groceries	799	838	-4.7
Automobiles, other motor vehicles	389	333	16.8	Confectionery	93	74	25.7
Automotive equipment, tires, tubes	578	554	4.3	Poultry, poultry products	144	131	9.9
				Fresh fruits, vegetables	252	272	-7.4
Electrical goods, total	1,052	929	13.2				
Electrical supplies, apparatus	412	367	12.3	Beer, wine, distilled alcoholic bev., total	619	618	0.2
Electrical appliances, TV, radio sets, electronic parts, equipment	640	562	13.9	Beer	276	231	19.5
				Wine, distilled spirits	343	387	-11.4
Furniture, home furnishings, total	294	259	13.5				
Home furnishings, floor coverings	186	182	2.2	Drugs, chemicals, allied products, total	607	577	5.2
				Drugs, drug proprietaries, sundries	360	341	5.6
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0	Paints, varnishes	31	27	14.8
Hardware	234	225	4.0	Other chemicals, allied products	216	209	3.3
Plumbing and heating equipment, supplies	316	310	1.9				
Air conditioning, refrigeration equipment supplies	71	68	4.4	Tobacco, tobacco products	397	383	3.7
Lumber, construction materials, total	685	560	22.3	Dry goods, apparel, total	686	664	3.3
Lumber, millwork	472	376	25.5	Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
Construction materials	213	184	15.8	Dry goods, notions	248	253	-2.0
Machinery, equipment, supplies, total	1,684	1,687	-0.2				
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9	Paper, paper products, excluding wallpaper, total	463	446	3.8
Construction machinery, equipment	223	226	-1.3	Paper	348	375	-7.2
Industrial machinery, equipment, supplies	817	857	-4.7				
Professional equipment, supplies	198	174	13.8	Farm products (raw materials), total	1,256	1,160	8.3
Service-establishment equipment, supplies	139	131	6.1	Grain	802	709	13.1
Metals, metalwork (except scrap), total	720	713	1.0	Other nondurable goods, total	1,377	1,373	0.3
				Amusement, sporting goods	197	134	47.0
Scrap, waste materials, total	412	403	2.2	Books, magazines, newspapers	96	94	2.1
Iron, steel scrap	230	248	-7.3	Coal	60	74	-18.9
Waste materials	182	155	17.4	Farm supplies	237	221	7.2

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 7.--COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	17,997	17,912	0.5	120	125	-4.0
TOTAL (excluding farm products, raw materials)	16,419	16,256	1.0	119	124	-4.0
DURABLE GOODS, TOTAL	10,337	9,937	4.0	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,853	2,946	-3.2	169	175	-3.4
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,660	7,975	-3.9	90	97	-7.2
TOTAL (excluding farm products, raw materials)	6,082	6,318	-3.7	84	90	-6.7
Groceries and related products, total	1,782	1,672	6.6	58	56	3.6
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	743	762	2.5	122	132	-7.6
Drugs, drug proprietaries, druggists' sundries	508	494	2.8	141	145	-2.8
Paper, paper products, excluding wallpaper, total	449	469	-4.3	97	105	-7.6
Paper	317	374	-15.2	91	100	-9.0

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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.

Table 2 shows monthly dollar volume estimates of inventories both unadjusted and adjusted for seasonal variation for summary totals and nine kind-of-business groups. In addition, unadjusted data are shown for 11 individual kinds of business. Adjusted data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 2. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 5 shows inventory trends by geographic division for selected kinds of business.

Current month to previous month inventory trends are based on unadjusted dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 4.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios, unadjusted and adjusted, for the kinds of business for which inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 9 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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 stocksales ratios shown in this report.

1966 estimates

The January 1966 "composite" estimate for the new series is a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month data in the February 1966 survey. The February 1966 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.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With only few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 7 and 8. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago 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" estimates. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 16 percent of the total sales and 29 percent of total inventories where 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,592 million by $6,544 million, is 1.007 (it can also be expressed as a 1% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.007 by .006 we obtain .006 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 1.001 to 1.013 (that is, that the February to March change was between 0 and a 1 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range .995 to 1.019.

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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2.3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
*Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5.2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	-	-
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.
*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 9.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Seasonal and trading day adjustment factors for sales																								
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials).....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
Seasonal adjustment factors for inventories																								
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials).....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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.

Serivice-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. (Not shown separately.)

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. (Not shown separately.)

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 stones and metals, costume jewelry, clocks, silverware, etc. (Not shown separately.)

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 distrubution 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—billiard 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, novelities, 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.

COUNTY BUSINESS PATTERNS: 1964

SMALL-AREA DATA BY INDUSTRY GROUPS NOW ISSUED ANNUALLY IN STATE REPORTS

WHAT is the market? **HOW big is the market?** **WHERE is the market?**

Sales and marketing executives asking these questions will find a valuable tool for establishing their market facts in COUNTY BUSINESS PATTERNS, a standard reference book on small-area data since 1946, issued by the Bureau of the Census in convenient, easy-to-use State reports and in a U.S. summary.

County-by-county statistics, as well as standard metropolitan statistical area, State and U.S. totals are presented by kind of business on:

- Employment
- Taxable payrolls
- Number and employment-size of reporting units

These statistics are shown for detailed kinds of business under the following broad industry groups: agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; transportation and other public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

Businessmen, market researchers, and industrial and civic planners will find County Business Patterns reports useful for:

- Analyzing market potential
- Determining the size and location of sales territories
- Establishing sales quotas and advertising budgets
- Comparing past sales volume with potentials by areas
- Locating production, marketing, or service facilities

All reports in the 1964 series are now available. For order form, write to Publications Distribution Section, Bureau of the Census, Washington, D.C., 20233, or any Department of Commerce field office.

Data published in this series will also be available on punchcards and computer tapes. For information on costs and availability, write to the Business Division, Bureau of the Census, Washington, D.C., 20233.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business—for all 3-digit SIC industries and for selected 4-digit SIC industries—by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are—

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

MONTHLY WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary

BUREAU OF THE CENSUS
A. Ross Eckler, Director

MARCH 1966

BW-66-3

SALES AND INVENTORIES

FOR RELEASE
June 23, 1966[1]

SALES

March 1966 sales of merchant wholesalers, estimated at $17.8 billion, were 18 percent above the previous month level and 12 percent above March sales a year ago. Cumulative sales for the first 3 months of 1966 totaled $47.9 billion, an increase of 13 percent over the similar period in 1965.

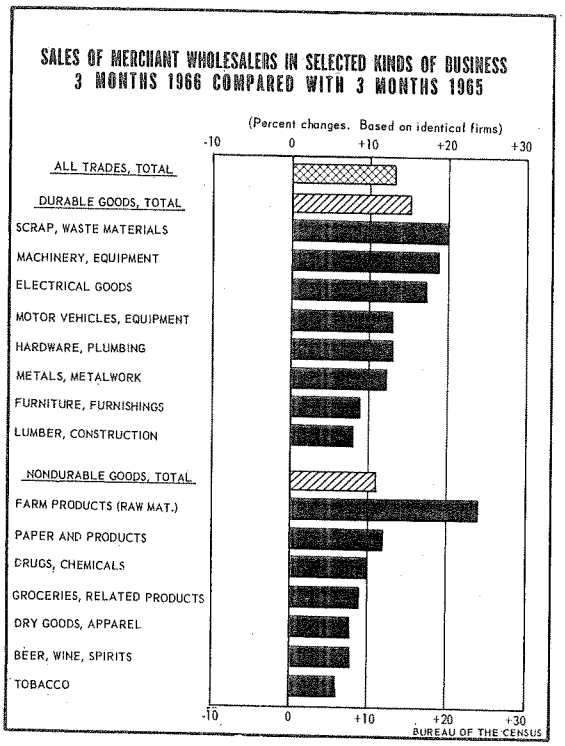
After adjustment for seasonal variations and trading day differences, but not for price changes, March sales amounted to $17.2 billion, 2 percent above the February 1966 level and 11 percent above March 1965. Adjusted sales in the durable goods trades were 4 percent above the previous month and 17 percent above March 1965; adjusted nondurable goods sales increased slightly (1%) over the previous month and were 7 percent above March 1965.

Based on the adjusted data, all but 3 trade groups showed gains over previous month sales, with scrap, waste materials (up 16%), jewelry (up 7%), metals, etalwork (up 6%), and paper, paper products (up 5%) ccounting for the larger increases. Groceries, related products, and drugs, chemicals, allied products reported no change from previous month sales levels, while beer, wine, spirits registered a slight (-1%) decline.

A comparison of adjusted sales for March 1966 with those for March 1965 showed increases in all trade groups. Among the trades reporting the larger gains over year-ago sales levels were scrap, waste materials (34%), jewelry (31%), machinery, equipment, supplies (25%), electrical goods (16%), and hardware, plumbing, heating equipment (15%).

INVENTORIES

Total inventories of merchant wholesalers were valued at $18.6 billion at the end of March. After adjustment for seasonal variations, March inventories remained virtually unchanged from the previous month level but were 6 percent above a year ago. Stocks in the durable goods trades, after adjustment, were little changed from the previous month level but 9 percent above a year ago. Adjusted nondurable goods stocks decreased slightly (-1%) during March but were 2 percent above a year ago.



Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. The larger changes were reported in electrical goods (up 4%), beer, wine, spirits (up 3%), scrap, waste materials (down 8%), and lumber, construction materials (down 4%). Changes from year-ago stock levels were more substantial, however, with the larger increases reported in motor vehicles, automotive equipment (13%), machinery, equipment, supplies (10%), metals, metalwork (9%), and paper, paper products (9%). Only one trade group--farm products-raw materials--with inventories down slightly (-1%), failed to register a gain over year-ago stock levels.

The sample on which these data are based has been revised effective with the February publication. The new sample was drawn from 1963 Census of Business lists of merchant wholesalers, supplemented by Social Security Administration records of business births since 1963. While the revised sample is similar in design to the previous sample, which was based on the 1958 Census of Business, data developed from the new sample are not comparable with data previously published in this series. These differences are due, in part, to sampling error, and, in part, to changes in the kind-of-business classification of individual firms between Census years. To provide comparative data for the new series, each month during 1966 trend comparisons for the comparable month of 1965 will be derived from the new sample based on data for identical firms (see tables 4 and 5). A detailed description of the sample design and of the differences between the old and new samples is included on pages 8 and 9.

[1] An advance release of March 1966 data was issued on June 13, 1966.

For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.--ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted				Adjusted[1]		
	January	February	March[2]	Total 3 months 1966	January	February	March[2]
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,786	47,864	16,981	16,779	17,195
TOTAL (exc. farm products, raw materials)	13,762	13,905	16,466	44,133	15,550	15,508	15,873
DURABLE GOODS, TOTAL	6,544	6,653	8,081	21,278	7,563	7,538	7,825
Motor vehicles, automotive equipment, total	967	1,004	1,184	3,155	1,106	1,139	1,158
Automobiles, other motor vehicles	389	411	526	1,326	-	-	-
Automotive equipment, tires, tubes	578	593	658	1,829	-	-	-
Electrical goods, total	1,052	1,022	1,150	3,224	1,195	1,132	1,149
Electrical supplies, apparatus	412	425	496	1,333	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	654	1,891	-	-	-
Furniture, home furnishings, total	294	309	381	984	337	345	357
Home furnishings, floor coverings	186	206	259	651	-	-	-
Hardware, plumbing, heating equipment, supplies, total	621	638	755	2,014	767	761	788
Hardware	234	251	293	778	-	-	-
Plumbing and heating equipment, supplies	316	319	375	1,010	-	-	-
Air conditioning, refrigeration equipment, supplies	71	69	87	227	-	-	-
Lumber, construction materials, total	685	672	846	2,203	873	836	863
Lumber, millwork	472	459	564	1,495	-	-	-
Construction materials	213	213	282	708	-	-	-
Machinery, equipment, supplies, total	1,684	1,752	2,169	5,605	1,901	1,969	2,031
Commercial, industrial machinery, equipment	1,185	1,237	1,516	3,938	-	-	-
Construction machinery, equipment	223	268	335	826	-	-	-
Industrial machinery, equipment, supplies	817	822	1,005	2,644	-	-	-
Professional equipment, supplies	198	195	225	618	-	-	-
Service-establishment equipment, supplies	139	135	159	433	-	-	-
Metals, metalwork (except scrap), total	720	729	903	2,352	808	792	837
Scrap, waste materials, total	412	401	529	1,342	431	418	486
Iron, steel scrap	230	224	308	762	-	-	-
Waste materials	182	177	222	581	-	-	-
NONDURABLE GOODS, TOTAL	8,474	8,406	9,705	26,585	9,418	9,241	9,370
TOTAL (exc. farm products, raw materials)	7,218	7,251	8,384	22,853	7,987	7,970	8,048
Groceries and related products, total	3,069	3,010	3,390	9,469	3,286	3,276	3,26
General-line groceries	1,202	1,141	1,259	3,602	-	-	-
Specialty-line groceries	799	818	914	2,531	-	-	-
Confectionery	93	90	107	290	-	-	-
Meat, meat products	579	538	631	1,748	-	-	-
Poultry, poultry products	144	156	175	475	-	-	-
Fresh fruits, vegetables	252	267	305	824	-	-	-
Beer, wine, distilled alcoholic bev., total	619	661	826	2,106	812	826	820
Beer	276	284	343	903	-	-	-
Wine, distilled spirits	343	377	483	1,203	-	-	-
Drugs, chemicals, allied products, total	607	580	677	1,864	650	641	640
Drugs, drug proprietaries, sundries	360	333	386	1,079	-	-	-
Paints, varnishes	31	34	40	105	-	-	-
Other chemicals, allied products	216	213	251	680	-	-	-
Tobacco, tobacco products	397	386	442	1,225	447	438	442
Dry goods, apparel, total	686	702	815	2,203	817	745	756
Apparel and accessories, hosiery, lingerie, footwear	299	318	385	1,002	-	-	-
Dry goods, notions	248	255	284	787	-	-	-
Paper, paper products, excluding wallpaper, total	463	453	538	1,454	498	496	520
Paper	348	342	412	1,102	-	-	-
Farm products (raw materials), total	1,256	1,155	1,320	3,731	1,431	1,271	1,322
Grain	802	718	879	2,399	-	-	-
Other nondurable goods, total	1,377	1,459	1,694	4,530	1,477	1,547	1,606
Amusement, sporting goods	197	194	225	616	-	-	-
Books, magazines, newspapers	96	98	112	306	-	-	-
Farm supplies	237	276	379	892	-	-	-

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 and minor revisions.

[1]Adjusted for seasonal variations and for trading day differences. Adjusted data not available for all kinds of business, only for the summary kinds of business shown.

[2]Preliminary estimate. See page 10, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted			Adjusted[1]		
	January	February	March[2]	January	February	March[2]
MERCHANT WHOLESALERS, TOTAL	r18,213	18,508	18,565	r18,231	18,580	18,547
TOTAL (excluding farm products, raw materials)	r16,619	16,990	17,160	r16,920	17,257	17,203
DURABLE GOODS, TOTAL	r10,351	10,661	10,897	r10,571	10,809	10,844
Motor vehicles, automotive equipment, total	1,841	1,936	2,001	1,863	1,940	1,962
Automotive equipment, tires, tubes	1,387	1,453	1,494	-	-	-
Electrical goods, total	1,473	1,478	1,527	1,525	1,497	1,555
Electrical supplies, apparatus	597	605	611	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	916	-	-	-
Hardware, plumbing, heating equip., supplies, total	1,221	1,264	1,302	1,271	1,274	1,271
Hardware	506	518	532	-	-	-
Plumbing and heating equipment, supplies	602	631	652	-	-	-
Machinery, equipment, supplies, total	r2,867	2,983	3,047	r2,893	3,038	3,047
Industrial machinery, equipment, supplies	1,148	1,219	1,239	-	-	-
Metals, metalwork (except scrap), total	1,248	1,211	1,214	1,253	1,223	1,226
NONDURABLE GOODS, TOTAL	r7,862	7,847	7,668	r7,660	7,771	7,703
TOTAL (excluding farm products, raw materials)	r6,268	6,330	6,264	r6,349	6,448	6,359
Groceries and related products, total	r1,812	1,863	1,831	r1,807	1,857	1,824
General-line groceries	910	935	939	-	-	-
Beer, wine, distilled alcoholic beverages, total	746	731	792	785	809	835
Wine, distilled spirits	564	544	590	-	-	-
Drugs, chemicals, allied products, total	r756	741	741	r768	758	746
Drugs, drug proprietaries, druggists' sundries	r521	505	501	-	-	-
Paper, paper products (excluding wallpaper), total	r454	478	489	r467	501	494
Paper	317	337	348	-	-	-

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent)

Kind of business	Unadjusted			Adjusted[1]		
	January	February	March[2]	January	February	March[2]
MERCHANT WHOLESALERS, TOTAL	r121	123	104	r107	111	108
TOTAL (excluding farm products, raw materials)	r121	122	104	r109	111	108
DURABLE GOODS, TOTAL	158	160	135	140	143	139
Motor vehicles, automotive equipment, total	190	193	169	168	170	169
Automotive equipment, tires, tubes	240	245	227	-	-	-
Electrical goods, total	140	145	133	128	132	135
Electrical supplies, apparatus	145	142	123	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	140	-	-	-
Hardware, plumbing, heating equip., supplies, total	197	198	172	166	167	161
Hardware	216	206	182	-	-	-
Plumbing and heating equipment, supplies	191	198	174	-	-	-
Machinery, equipment, supplies, total	r170	170	140	r152	154	150
Industrial machinery, equipment, supplies	141	148	123	-	-	-
Metals, metalwork (except scrap), total	173	166	134	155	154	146
NONDURABLE GOODS, TOTAL	r93	93	79	r81	84	82
TOTAL (excluding farm products, raw materials)	r87	87	75	r79	81	79
Groceries and related products, total	r59	62	54	r55	57	55
General-line groceries	76	82	75	-	-	-
Beer, wine, distilled alcoholic beverages, total	121	111	96	97	98	102
Wine, distilled spirits	164	144	122	-	-	-
Drugs, chemicals, allied products, total	r125	128	109	r118	118	117
Drugs, drug proprietaries, druggists' sundries	r145	152	130	-	-	-
Paper, paper products, excluding wallpaper, total	r 98	106	91	r94	101	95
Paper	91	99	84	-	-	-

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 and minor revisions.

[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

[2]Preliminary. See page 10, Estimating Procedures.

rRevised.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

Table 4.--PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: MARCH 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	March 1966 from--		3 months 1966 3 months 1965	March 1966 from--		March 1966 from--		March 1966 from--	
	March 1965	February 1966		March 1965	February 1966	March 1965	February 1966	March 1965	February 1966
MERCHANT WHOLESALERS, TOTAL	+12	+18	+13	+6	r0	+11	+2	+6	0
TOTAL (excluding farm products, raw materials)	+12	+18	+12	+7	+1	+12	+2	+7	0
DURABLE GOODS, TOTAL	+17	+21	+15	+9	+2	+17	+4	+9	0
Motor vehicles, automotive equipment, total	+14	+18	+13	+12	r+3	+13	+2	+13	+1
Automobiles, other motor vehicles	+19	+28	+25	+28	+5	-	-	-	-
Automotive equipment, tires, tubes	+11	+11	+5	+8	+3	-	-	-	-
Electrical goods, total	+16	+12	+17	+7	+3	+16	+2	+7	+4
Electrical supplies, apparatus	+14	+17	+14	+7	+1	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+18	+10	+20	+7	+5	-	-	-	-
Furniture, home furnishings, total	+7	r+23	+9	+5	+5	+6	+4	+5	0
Furniture-household, office	+8	+17	+6	+9	+6	-	-	-	-
Home furnishings, floor coverings	+7	+26	+11	+4	+4	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+15	+18	+13	+6	+3	+15	+4	+6	0
Hardware	+14	+17	+13	+4	+3	-	-	-	-
Plumbing and heating equipment, supplies	+18	+18	+14	+7	+3	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+8	+25	+11	+5	+2	-	-	-	-
Lumber, construction materials, total	+7	+26	+8	+4	+1	+6	+3	+4	-4
Lumber, millwork	+12	+23	+10	+7	+2	-	-	-	-
Construction materials	(X)	+33	+3	0	0	-	-	-	-
Machinery, equipment, supplies, total	+26	+22	+19	+10	+2	+25	+3	+10	0
Commercial, industrial machinery, equipment, supplies	+27	+23	+22	+11	+2	-	-	-	-
Commercial machines, equipment	+17	+20	+21	+13	r0	-	-	-	-
Construction machinery, equipment	+31	+25	+27	+16	+3	-	-	-	-
Industrial machinery, equipment, supplies	+28	+22	+20	+8	+2	-	-	-	-
Professional equipment, supplies	+12	+16	+12	+9	0	-	-	-	-
Service-establishment equipment, supplies	+11	+18	+9	+4	r+3	-	-	-	-
Metals, metalwork (except scrap), total	+11	r+24	+12	+9	0	+10	+6	+9	0
Scrap, waste materials, total	+34	+31	+20	+6	-4	+34	+16	+6	-8
Iron, steel scrap	+35	+38	+19	+5	-7	-	-	-	
Waste materials	+34	+25	+22	+6	-1	-	-	-	
Jewelry	+33	+30	+23	(X)	(X)	+31	+7	(X)	(X)
NONDURABLE GOODS, TOTAL	+7	r+17	+11	+2	-2	+7	r+1	+2	-1
TOTAL (excluding farm products, raw materials)	+8	+16	+10	+4	r-1	+7	+1	+4	-1
Groceries and related products, total	+6	+13	+9	+2	r-2	+5	0	+2	-1
General-line groceries	+8	+10	+9	+7	0	-	-	-	-
Specialty-line groceries	-2	+12	+6	-3	r-5	-	-	-	-
Confectionery	+9	+19	+10	+4	r0	-	-	-	-
Meats, meat products	+16	+17	+19	+13	+2	-	-	-	-
Poultry, poultry products	+13	+12	+12	-11	-15	-	-	-	-
Fresh fruits, vegetables	+6	+14	0	-14	-3	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+8	+25	+8	+3	+8	+7	-1	+3	+3
Beer	+5	+20	+8	0	+8	-	-	-	-
Wine, distilled spirits	+10	+28	+8	+4	+9	-	-	-	-
Drugs, chemicals, allied products, total	+9	+17	+10	+5	0	+8	0	+5	-1
Drugs, drug proprietaries, druggists' sundries	+8	+16	+10	+4	r-1	-	-	-	-
Paints, varnishes	+10	+18	+6	+5	-1	-	-	-	-
Other chemicals, allied products	+9	+18	+10	+7	+3	-	-	-	-
Tobacco, tobacco products	+6	+15	+6	+8	+1	+5	+1	+8	+1
Dry goods, apparel, total	+6	r+16	+8	(X)	(X)	+6	+1	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+6	r+21	+10	-9	r-9	-	-	-	-
Dry goods, notions	+9	+11	+10	+13	0	-	-	-	-
Paper, paper products, excluding wallpaper, total	+13	+19	+12	+9	r+2	+11	+5	+9	-1
Paper	+11	+21	+12	+11	+3	-	-	-	-
Farm products (raw materials), total	+2	r+14	+24	-5	r-8	+2	+4	r-5	+2
Grain	(X)	r+22	+28	(X)	(X)	-	-	-	-
Other nondurable goods, total	+11	r+16	+12	+6	r-4	+11	+4	r+6	-2
Amusement, sporting goods	+19	r+16	+14	+12	r+6	-	-	-	-
Books, magazines, newspapers	+6	+15	+5	+5	r+3	-	-	-	-
Coal	+10	+5	+7	+8	r-23	-	-	-	-
Farm supplies	+3	+37	+6	+7	r-11	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate.
rRevised since Advance Release dated June 13, 1966.
[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes 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 new series and the same month a year ago in the old series.

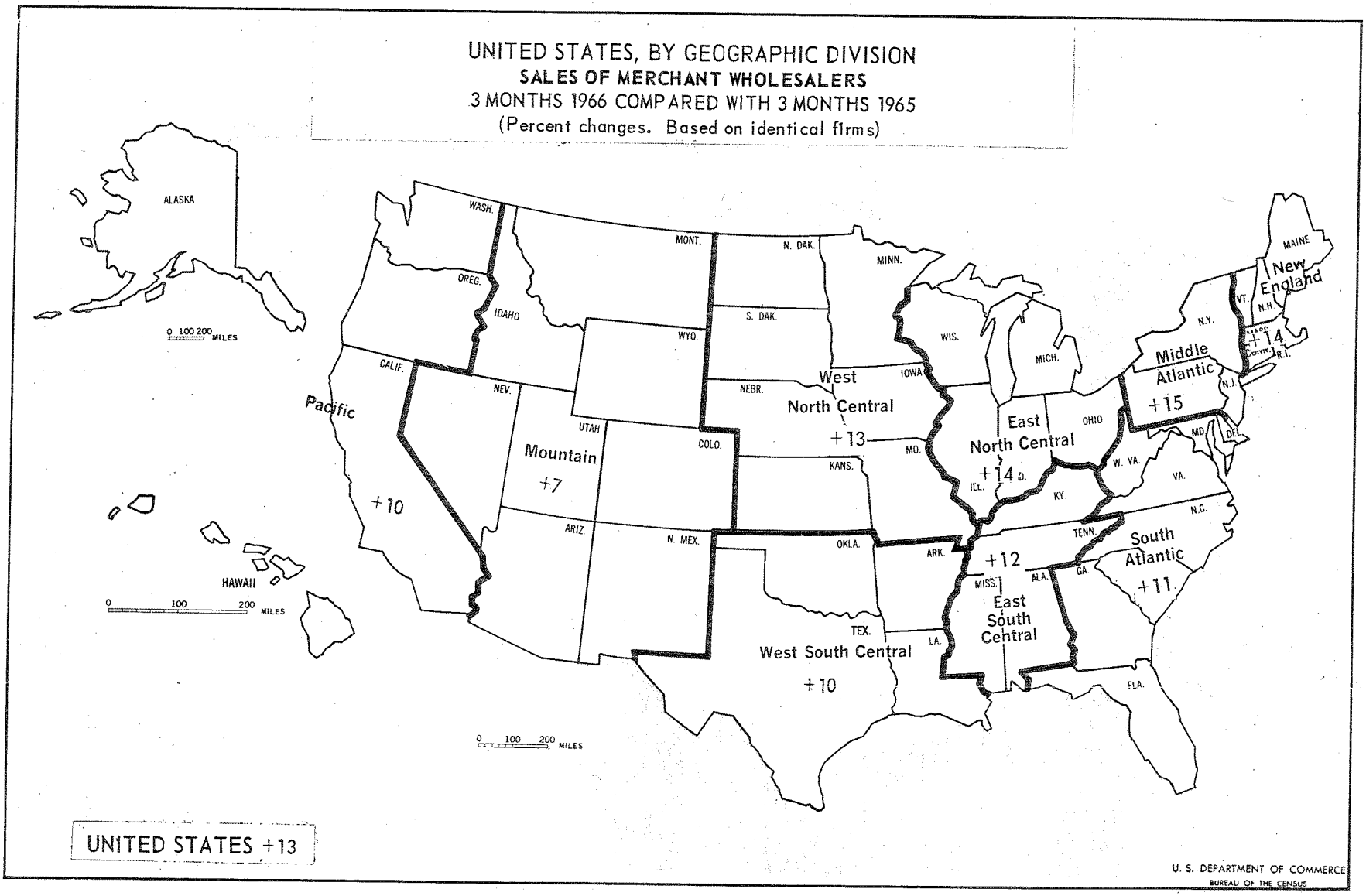

UNITED STATES, BY GEOGRAPHIC DIVISION
SALES OF MERCHANT WHOLESALERS
3 MONTHS 1966 COMPARED WITH 3 MONTHS 1965
(Percent changes. Based on identical firms)
ALASKA
0 100 200 MILES
HAWAII
0 100 200 MILES
0 100 200 MILES
WASH.
OREG.
CALIF.
Pacific
+10
IDAHO
NEV.
MONT.
WYO.
UTAH
ARIZ.
COLO.
N. MEX.
Mountain
+7
N. DAK.
S. DAK.
NEBR.
KANS.
OKLA.
TEX.
West South Central
+10
MINN.
IOWA
MO.
ARK.
LA.
West
North Central
+13
WIS.
MICH.
ILL.
IND.
OHIO
KY.
TENN.
MISS.
ALA.
East
South
Central
+12
East
North Central
+14
N.Y.
PA.
W. VA.
VA.
N.C.
S.C.
GA.
FLA.
South
Atlantic
+11
MD.
DEL.
N.J.
Middle
Atlantic
+15
MAINE
VT.
N.H.
MASS.
CONN.
R.I.
New
England
+14
UNITED STATES +13
U. S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
MARCH 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	March 1966 from—		3 months 1966 from 3 months 1965	March 1966 from—						
	March 1965	February 1966		March 1965	February 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+12	+18	+13	+6	0	0.9	0.5	0.7	0.9	0.3
New England	+13	+21	+14	+6	+1	4	2	3	4	1
Middle Atlantic	+9	+20	+15	+4	0	2	1	2	1	1
East North Central	+14	+17	+14	+7	-1	2	1	1	2	1
West North Central	+11	+17	+13	+5	0	3	2	3	2	1
South Atlantic	+12	+19	+11	+6	+1	3	1	2	2	1
East South Central	+16	+16	+12	*+4	+2	3	2	2	*12	1
West South Central	+9	+17	+10	+6	-1	3	2	2	2	1
Mountain	+6	+16	+7	+3	+3	4	2	4	4	1
Pacific	+8	+18	+10	+6	+4	3	1	2	2	1
Automotive equipment, tire, tubes	+11	+11	+5	+8	+3	3	2	3	3	1
New England	(X)	+10	(X)	(X)	+3	-	4	-	-	1
Middle Atlantic	(X)	+8	0	+2	0	-	4	8	7	1
East North Central	+1	+4	+5	+7	+1	8	3	7	7	1
West North Central	+45	+21	+16	+22	+2	9	3	7	8	1
South Atlantic	+11	+14	+4	+1	+3	7	3	3	7	2
East South Central	(X)	-6	-1	(X)	0	-	3	8	-	2
West South Central	(X)	+12	+11	(X)	+3	-	4	7	-	1
Mountain	(X)	(X)	+7	(X)	-1	-	-	8	-	1
Pacific	+18	+16	+10	+27	+15	9	2	9	9	2
Electrical supplies, apparatus	+14	+17	+14	+7	+1	3	2	2	2	1
New England	(X)	(X)	+14	(X)	(X)	-	-	9	-	-
Middle Atlantic	+12	+19	+15	+4	+1	9	4	7	5	1
East North Central	+10	+7	+9	+9	+2	5	4	3	4	1
West North Central	(X)	+12	+13	(X)	0	-	4	5	-	2
South Atlantic	(X)	(X)	+22	+6	-1	-	-	5	5	2
East South Central	(X)	(X)	+16	+12	+3	-	-	9	8	2
West South Central	(X)	+11	-1	+4	+1	-	4	5	8	2
Mountain	(X)	0	+7	(X)	+4	-	4	5	-	3
Pacific	-1	+12	+20	+5	+3	7	3	6	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+18	+10	+20	+7	+5	3	2	2	2	1
New England	(X)	+17	+28	(X)	+3	-	3	7	-	3
Middle Atlantic	+15	+14	+21	+14	+6	7	4	4	7	1
East North Central	+17	+6	+24	+2	+3	8	3	5	7	2
West North Central	(X)	+18	+23	+17	+6	-	4	6	8	2
South Atlantic	(X)	+4	+17	+5	+2	-	5	7	8	2
East South Central	(X)	+4	+23	0	+1	-	6	9	-	2
West South Central	(X)	+8	(X)	(X)	+2	-	4	-	-	2
Pacific	+20	+9	+17	+8	+8	8	3	4	8	2
Furniture, home furnishings, total	+7	+23	+9	+5	+5	3	2	2	3	1
New England	(X)	+15	+9	(X)	0	-	6	9	-	2
Middle Atlantic	+11	+36	+13	-5	+5	7	4	4	6	1
East North Central	+12	+29	+18	+16	+3	9	5	7	7	1
West North Central	(X)	+21	+14	(X)	+3	-	4	7	-	2
South Atlantic	(X)	+12	+11	+20	+14	-	5	7	9	2
West South Central	(X)	+18	+15	+4	+3	-	5	-	-	2
Pacific	-11	+5	-1	+10	+3	9	3	7	8	1
Hardware	+14	+17	+13	+4	+3	3	1	2	2	1
New England	(X)	+27	(X)	(X)	+2	-	4	-	-	1
Middle Atlantic	(X)	+19	+12	(X)	+1	-	5	5	-	1
East North Central	+18	+14	+17	+3	+7	5	2	3	5	1
West North Central	+11	+17	+7	+8	+4	9	4	3	7	1
South Atlantic	+14	+19	+12	+9	-1	8	4	4	8	1
East South Central	+19	+28	+15	+3	+4	5	2	3	4	1
West South Central	+21	+12	+5	0	-1	7	3	6	7	1
Mountain	(X)	+22	+8	-3	+8	-	4	5	8	2
Pacific	+5	+10	+21	0	+2	6	4	4	7	1
Plumbing and heating equipment, supplies	+18	+18	+14	+7	+3	2	1	2	2	1
New England	(X)	+16	+7	(X)	0	-	5	8	-	1
Middle Atlantic	+18	+13	+19	+4	-1	7	4	7	5	1
East North Central	+28	+21	+21	+4	+1	8	3	5	6	1
West North Central	(X)	+22	+23	+11	+1	-	5	4	7	2
South Atlantic	+22	+20	+12	+12	+4	8	4	5	8	1
East South Central	(X)	+27	(X)	(X)	0	-	5	-	-	1
West South Central	(X)	(X)	+9	(X)	(X)	-	-	8	-	-
Pacific	(X)	(X)	+1	+7	+10	-	-	5	7	1
Lumber, construction materials, total	+7	+26	+8	+4	+1	3	2	3	3	1
New England	(X)	+47	+27	(X)	+6	-	6	6	-	2
Middle Atlantic	(X)	+26	+16	+5	+2	-	3	8	6	2
East North Central	+28	+25	+21	+11	-2	8	4	5	6	1
West North Central	(X)	+21	+2	+14	+9	-	5	8	7	2
South Atlantic	+14	+33	+6	+1	+2	9	4	5	7	2
East South Central	(X)	+27	(X)	(X)	+2	-	5	-	-	3
West South Central	(X)	+30	0	(X)	0	-	6	7	-	1
Mountain	(X)	+7	-19	(X)	+1	-	4	8	-	3
Pacific	-12	+19	-5	-9	-1	8	3	6	7	2

See footnotes at end of table.

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS MARCH 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	March 1966 from—		3 months 1966 from 3 months 1965	March 1966 from—						
	March 1965	February 1966		March 1965	February 1966					
	A	B	C	D	E	A	B	C	D	E
Industrial machinery, equip. supplies dist.	+28	+22	+20	+8	+2	4	2	5	3	1
Middle Atlantic	(X)	+13	+5	+4	0	-	5	9	7	2
East North Central	(X)	+25	+29	+10	+2	-	4	5	7	1
West South Central	+24	+40	+14	+3	0	8	4	6	6	1
Mountain	(X)	+15	(X)	+2	0	-	6	-	9	2
Pacific	(X)	+13	+24	(X)	+3	-	6	9	-	1
General-line grocery wholesalers	+8	+10	+9	+7	0	2	1	1	2	1
New England	(X)	+6	+14	(X)	-1	-	3	5	-	2
Middle Atlantic	+13	+10	+16	+5	+2	6	2	3	6	1
East North Central	+10	+7	+9	+5	-5	4	1	3	4	1
West North Central	+11	+9	+9	+9	0	4	1	3	6	1
South Atlantic	+4	(X)	+7	+6	+2	7	-	3	8	1
East South Central	(X)	+16	+8	(X)	+1	-	6	6	-	2
West South Central	+14	+5	+13	+17	+4	5	2	3	6	2
Mountain	+3	+12	+10	+13	+8	4	1	2	4	1
Pacific	-6	+11	+1	+1	0	4	1	1	2	1
Specialty-line grocery wholesalers	-2	+12	+6	-3	-5	3	1	3	4	1
New England	(X)	+9	(X)	(X)	-2	-	6	-	-	4
Middle Atlantic	-12	+4	0	-1	-4	8	3	6	7	2
East North Central	+7	+15	+9	+4	-7	7	2	4	7	2
West North Central	(X)	+19	+3	(X)	-5	-	3	9	-	1
South Atlantic	(X)	+22	+10	(X)	+3	-	4	8	-	3
East South Central	(X)	+21	+6	(X)	-3	-	3	7	-	5
West South Central	(X)	+24	+8	(X)	(X)	-	4	7	-	-
Mountain	(X)	+28	(X)	(X)	-7	-	4	-	-	2
Pacific	-5	+10	+3	(X)	+1	9	5	7	-	3
Fresh fruit, vegetable wholesalers	+6	+14	0	-14	-3	4	2	2	4	2
New England	(X)	+32	+5	(X)	(X)	-	6	8	-	-
Middle Atlantic	+4	+16	+2	(X)	+8	8	5	6	-	5
East North Central	+5	+13	0	(X)	-2	9	5	4	-	3
West North Central	(X)	+18	(X)	-5	-1	-	4	-	8	1
South Atlantic	+10	+14	+1	(X)	+2	7	5	6	-	4
East South Central	(X)	+2	+14	(X)	(X)	-	4	7	-	-
West South Central	(X)	+16	+4	(X)	-10	-	4	5	-	5
Mountain	(X)	+15	(X)	(X)	+5	-	6	-	-	3
Pacific	(X)	+9	-3	(X)	+4	-	5	7	-	4
Drug wholesalers (general and specialty lines)	+8	+16	+10	+4	-1	3	1	2	2	1
New England	(X)	+16	(X)	(X)	-1	-	3	-	-	2
Middle Atlantic	+7	+17	+13	+11	0	6	3	3	7	1
East North Central	+2	+17	+7	+6	0	5	3	3	6	1
West North Central	(X)	+3	+15	(X)	-3	-	3	8	-	2
South Atlantic	+15	+17	+7	+3	+1	6	3	4	5	1
East South Central	0	+11	+5	+5	+1	9	2	4	-	1
West South Central	+4	+10	+6	+3	-1	6	2	2	5	1
Pacific	+15	+26	+15	-6	-1	5	2	4	5	1
Tobacco distributors	+6	+15	+6	+8	+1	2	1	2	3	1
New England	0	+13	+8	(X)	0	9	3	7	-	2
Middle Atlantic	+1	+16	+6	+4	+2	6	2	3	6	1
East North Central	+10	+20	+7	+6	+1	6	2	3	7	2
West North Central	0	+11	+5	+11	+1	9	2	6	9	2
South Atlantic	+16	+9	+9	+6	+1	7	1	4	8	2
East South Central	(X)	+2	+6	(X)	+2	-	3	7	-	2
West South Central	+7	+15	+3	(X)	-2	9	2	7	-	1
Mountain	(X)	(X)	+7	(X)	-2	-	-	7	-	2
Pacific	-1	+14	+2	+5	0	8	2	5	7	2
Dry goods, apparel wholesalers	+6	+16	+8	(X)	(X)	3	2	3	-	-
New England	(X)	(X)	+13	(X)	-1	-	-	7	-	2
Middle Atlantic	+3	+15	+6	+2	-4	4	2	3	5	1
East North Central	(X)	+15	+6	+16	-6	-	6	5	9	3
West South Central	(X)	+23	+26	(X)	-13	-	5	7	-	2
Mountain	(X)	+19	(X)	(X)	-11	-	5	-	-	2
Pacific	(X)	+8	(X)	(X)	+1	-	5	-	-	3

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map page 5.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 11).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 6 and 7. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 will be derived from the new sample (see item 6. Estimating Procedures).

Some users may have a more immediate need for comparative data for prior years. Upon completion of the April survey, the Bureau will prepare, on the basis of the relationship between the new and old sample data for the first 4 months of 1965, a preliminary series for 1964 and 1965 for each kind-of-business group. These data will be available upon request.

4. Currently Published Data

Sales.--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.

Table 1 shows monthly dollar volume estimates, both unadjusted and adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. In addition, unadjusted monthly dollar volume estimates of sales for 39 individual kinds of business are included. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 1. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 5 shows sales trends by geographic divisions for 14 kinds of business and for all kinds of business combined.

Table 6.--COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales			Kind of business	Sales		
	New sample	Old sample	Percent change		New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9	NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	13,762	13,153	4.6	TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
DURABLE GOODS, TOTAL	6,544	6,127	6.8	Groceries and related products, total	3,069	2,963	3.6
Motor vehicles, automotive equipment, total	967	887	9.0	General-line groceries	1,202	1,109	8.4
Automobiles, other motor vehicles	389	333	16.8	Specialty-line groceries	799	838	-4.7
Automotive equipment, tires, tubes	578	554	4.3	Confectionery	93	74	25.7
				Poultry, poultry products	144	131	9.9
Electrical goods, total	1,052	929	13.2	Fresh fruits, vegetables	252	272	-7.4
Electrical supplies, apparatus	412	367	12.3				
Electrical appliances, TV, radio sets, electronic parts, equipment	640	562	13.9	Beer, wine, distilled alcoholic bev., total	619	618	0.2
				Beer	276	231	19.5
Furniture, home furnishings, total	294	259	13.5	Wine, distilled spirits	343	387	-11.4
Home furnishings, floor coverings	186	182	2.2				
				Drugs, chemicals, allied products, total	607	577	5.2
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0	Drugs, drug proprietaries, sundries	360	341	5.6
Hardware	234	225	4.0	Paints, varnishes	31	27	14.8
Plumbing and heating equipment, supplies	316	310	1.9	Other chemicals, allied products	216	209	3.3
Air conditioning, refrigeration equipment supplies	71	68	4.4				
				Tobacco, tobacco products	397	383	3.7
Lumber, construction materials, total	685	560	22.3				
Lumber, millwork	472	376	25.5	Dry goods, apparel, total	686	664	3.3
Construction materials	213	184	15.8	Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
				Dry goods, notions	248	253	-2.0
Machinery, equipment, supplies, total	1,684	1,687	-0.2				
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9	Paper, paper products, excluding wallpaper, total	463	446	3.8
Construction machinery, equipment	223	226	-1.3	Paper	348	375	-7.2
Industrial machinery, equipment, supplies	817	857	-4.7				
Professional equipment, supplies	198	174	13.8	Farm products (raw materials), total	1,256	1,160	8.3
Service-establishment equipment, supplies	139	131	6.1	Grain	802	709	13.1
Metals, metalwork (except scrap), total	720	713	1.0	Other nondurable goods, total	1,377	1,373	0.3
				Amusement, sporting goods	197	134	47.0
Scrap, waste materials, total	412	403	2.2	Books, magazines, newspapers	96	94	2.1
Iron, steel scrap	230	248	-7.3	Coal	60	74	-18.9
Waste materials	182	155	17.4	Farm supplies	237	221	7.2

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 7.--COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excluding farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.3
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	454	469	-3.2	98	105	-6.7
Paper	317	374	-15.2	91	100	-9.0

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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.

Table 2 shows monthly dollar volume estimates of inventories both unadjusted and adjusted for seasonal variation for summary totals and nine kind-of-business groups. In addition, unadjusted data are shown for 11 individual kinds of business. Adjusted data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 2. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 5 shows inventory trends by geographic division for selected kinds of business.

Current month to previous month inventory trends are based on unadjusted dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 4.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios, unadjusted and adjusted, for the kinds of business for which inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 9 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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 stocksales ratios shown in this report.

1966 estimates

The January 1966 "composite" estimate for the new series is a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month data in the February 1966 survey. The February 1966 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 fina

"composite" estimate is also generally more reliable than the preliminary "composite" estimate.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With only few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 7 and 8. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago 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" estimates. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 16 percent of the total sales and 29 percent of total inventories where 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.005 to 1.029.

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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5.2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	-	-
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 9.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Seasonal and trading day adjustment factors for sales																								
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials).....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
Seasonal adjustment factors for inventories																								
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials).....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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.

Serivice-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. (Not shown separately.)

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. (Not shown separately.)

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 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 distrubution 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—billiard 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, novelities, 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.

COUNTY BUSINESS PATTERNS: 1964

SMALL-AREA DATA BY INDUSTRY GROUPS NOW ISSUED ANNUALLY IN STATE REPORTS

WHAT is the market? **HOW big is the market?** **WHERE is the market?**

Sales and marketing executives asking these questions will find a valuable tool for establishing their market facts in COUNTY BUSINESS PATTERNS, a standard reference book on small-area data since 1946, issued by the Bureau of the Census in convenient, easy-to-use State reports and in a U.S. summary.

County-by-county statistics, as well as standard metropolitan statistical area, State and U.S. totals are presented by kind of business on:

- Employment
- Taxable payrolls
- Number and employment-size of reporting units

These statistics are shown for detailed kinds of business under the following broad industry groups: agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; transportation and other public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

Businessmen, market researchers, and industrial and civic planners will find County Business Patterns reports useful for:

- Analyzing market potential
- Determining the size and location of sales territories
- Establishing sales quotas and advertising budgets
- Comparing past sales volume with potentials by areas
- Locating production, marketing, or service facilities

All reports in the 1964 series are now available. For order form, write to Publications Distribution Section, Bureau of the Census, Washington, D.C., 20233, or any Department of Commerce field office.

Data published in this series will also be available on punchcards and computer tapes. For information on costs and availability, write to the Business Division, Bureau of the Census, Washington, D.C., 20233.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFIC

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business--for all 3-digit SIC industries and for selected 4-digit SIC industries--by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are--

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

MONTHLY WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary

BUREAU OF THE CENSUS
A. Ross Eckler, Director

APRIL 1966

BW-66-4

SALES AND INVENTORIES

FOR RELEASE
July 5, 1966[1]

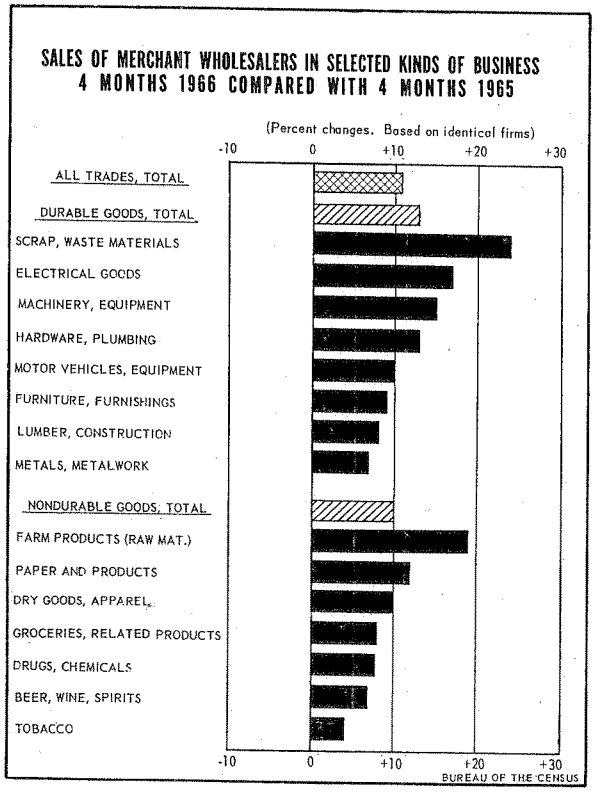
SALES

April 1966 sales of merchant wholesalers, estimated at $16.9 billion, were down 6 percent from the March level but 7 percent above April sales a year ago. Cumulative sales for the first 4 months of 1966 totaled $64.9 billion, an increase of 11 percent over the similar period in 1965.

After adjustment for seasonal variations and trading day differences, but not for price changes, April sales amounted to $17.1 billion, slightly (-1%) below the previous month level but 9 percent above April 1965. Adjusted sales in both the durable and nondurable goods trades declined slightly (-1%) from previous month levels, although increases over year-ago sales amounted to 11 percent in the durable goods trades and 7 percent in the nondurable goods trades.

Based on the adjusted data, most trade groups showed declines from previous month sales levels. The sharper declines from March 1966 sales were registered in motor vehicles, automotive equipment (-8%), metals, metalwork (-6%), and jewelry (-6%). The larger gains were reported in electrical goods (7%) and scrap, waste materials (7%).

A comparison of adjusted sales for April 1966 with those for April 1965 showed increases in all trades except metals, metalwork (down 2%) and tobacco, tobacco products (unchanged from year-ago sales levels). Among the trades reporting the larger gains were scrap, waste materials (37%), jewelry (27%), electrical goods (17%), dry goods, apparel (17%), hardware, plumbing, heating equipment (15%), and furniture, home furnishings (14%).



INVENTORIES

Total inventories of merchant wholesalers were valued at $18.8 billion at the end of April. After adjustment for seasonal variations, April inventories remained virtually unchanged from the previous month level but were 7 percent above a year ago. Stocks in the durable goods trades, after adjustment, increased slightly (1%) over the March level and were 8 percent above a year ago. Adjusted nondurable goods stocks decreased slightly (-1%) during April but were 4 percent above a year ago.

Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. The larger changes were reported in farm products-raw materials (up 7%), motor vehicles, automotive equipment (up 4%), beer, wine, spirits (down 9%), and scrap, waste materials (down 4%). Changes from year-ago stock levels were more substantial, however, with the larger increases reported in metals, metalwork (13%), motor vehicles, automotive equipment (10%), and machinery, equipment, supplies (9%). Only 2 trade groups--lumber, construction materials (down 3%) and tobacco, tobacco products (with inventories unchanged)--failed to register gains over year-ago stock levels.

The sample on which these data are based has been revised effective with the February publication. The new sample was drawn from 1963 Census of Business lists of merchant wholesalers, supplemented by Social Security Administration records of business births since 1963. While the revised sample is similar in design to the previous sample, which was based on the 1958 Census of Business, data developed from the new sample are not comparable with data previously published in this series. These differences are due, in part, to sampling error, and, in part, to changes in the kind-of-business classification of individual firms between Census years. To provide comparative data for the new series, each month during 1966 trend comparisons for the comparable month of 1965 will be derived from the new sample based on data for identical firms (see tables 4 and 5). A detailed description of the sample design and of the differences between the old and new samples is included on pages 8 and 9.

[1] An advance release of April 1966 data was issued on June 23, 1966.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.--ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted					Adjusted[1]			
	January	February	March	April[2]	Total 4 months 1966	January	February	March	April[2]
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,934	16,872	64,884	16,981	16,779	17,334	17,150
TOTAL (exc. farm products, raw materials)	13,762	13,905	16,645	15,745	60,057	15,550	15,508	16,044	15,899
DURABLE GOODS, TOTAL	6,544	6,653	8,146	7,818	29,161	7,563	7,538	7,887	7,781
Motor vehicles, automotive equipment, total	967	1,004	1,233	1,141	4,345	1,106	1,139	1,205	1,107
Automobiles, other motor vehicles	389	411	546	468	1,814	-	-	-	-
Automotive equipment, tires, tubes	578	593	687	674	2,532	-	-	-	-
Electrical goods, total	1,052	1,022	1,140	1,111	4,325	1,195	1,132	1,139	1,220
Electrical supplies, apparatus	412	425	482	505	1,824	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	658	607	2,502	-	-	-	-
Furniture, home furnishings, total	294	309	391	366	1,360	337	345	366	377
Home furnishings, floor coverings	186	206	271	258	921	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	621	638	761	767	2,787	767	761	794	774
Hardware	234	251	294	284	1,063	-	-	-	-
Plumbing and heating equipment, supplies	316	319	378	386	1,399	-	-	-	-
Air conditioning, refrigeration equipment, supplies	71	69	89	96	325	-	-	-	-
Lumber, construction materials, total	685	672	840	876	3,073	873	836	856	885
Lumber, millwork	472	459	564	569	2,064	-	-	-	-
Construction materials	213	213	276	308	1,010	-	-	-	-
Machinery, equipment, supplies, total	1,684	1,752	2,171	2,041	7,648	1,901	1,969	2,033	1,948
Commercial, industrial machinery, equipment	1,185	1,237	1,517	1,446	5,385	-	-	-	-
Construction machinery, equipment	223	268	333	342	1,166	-	-	-	-
Industrial machinery, equipment, supplies	817	822	1,011	942	3,592	-	-	-	-
Professional equipment, supplies	198	195	233	214	840	-	-	-	-
Service-establishment equipment, supplies	139	135	155	144	573	-	-	-	-
Metals, metalwork (except scrap), total	720	729	913	827	3,189	808	792	846	796
Iron, steel, and products	529	530	638	586	2,283	-	-	-	-
Nonferrous metals	191	199	274	241	905	-	-	-	-
Scrap, waste materials, total	412	401	535	553	1,901	431	418	491	526
Iron, steel scrap	230	224	315	331	1,100	-	-	-	-
Waste materials	182	177	220	222	801	-	-	-	-
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	9,054	35,722	9,418	9,241	9,447	9,368
TOTAL (exc. farm products, raw materials)	7,218	7,251	8,499	7,927	30,895	7,987	7,970	8,157	8,118
Groceries and related products, total	3,069	3,010	3,463	3,211	12,753	3,286	3,276	3,333	3,320
General-line groceries	1,202	1,141	1,272	1,211	4,826	-	-	-	-
Specialty-line groceries	799	818	940	837	3,394	-	-	-	-
Confectionery	93	90	108	93	384	-	-	-	-
Meat, meat products	579	538	658	601	2,376	-	-	-	-
Poultry, poultry products	144	156	176	165	641	-	-	-	-
Fresh fruits, vegetables	252	267	309	304	1,132	-	-	-	-
Beer, wine, distilled alcoholic, total	619	661	815	763	2,858	812	826	810	807
Beer	276	284	339	338	1,237	-	-	-	-
Wine, distilled spirits	343	377	477	426	1,623	-	-	-	-
Drugs, chemicals, allied products, total	607	580	688	646	2,521	650	641	650	655
Drugs, drug proprietaries, sundries	360	333	391	372	1,456	-	-	-	-
Paints, varnishes	31	34	41	39	145	-	-	-	-
Other chemicals, allied products	216	213	256	235	920	-	-	-	-
Tobacco, tobacco products	397	386	438	412	1,633	447	438	438	428
Dry goods, apparel, total	686	702	857	759	3,004	817	745	795	784
Apparel and accessories, hosiery, lingerie, footwear	299	318	399	340	1,356	-	-	-	-
Dry goods, notions	248	255	312	284	1,099	-	-	-	-
Paper, paper products, excluding wallpaper, total	463	453	550	518	1,984	498	496	531	527
Paper	348	342	419	401	1,510	-	-	-	-
Farm products (raw materials), total	1,256	1,155	1,289	1,126	4,826	1,431	1,271	1,290	1,250
Grain	802	718	856	761	3,137	-	-	-	-
Other nondurable goods, total	1,377	1,459	1,688	1,618	6,142	1,477	1,547	1,600	1,597
Amusement, sporting goods	197	194	217	224	832	-	-	-	-
Books, magazines, newspapers	96	98	113	105	412	-	-	-	-
Farm supplies	237	276	368	352	1,233	-	-	-	-

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 and minor revisions.

[1]Adjusted for seasonal variations and for trading day differences. Adjusted data not available for all kinds of business, only for the summary kinds of business shown.

[2]Preliminary estimate. See page 10, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted				Adjusted[1]			
	January	February	March	April[2]	January	February	March	April[2]
MERCHANT WHOLESALERS, TOTAL	18,213	18,508	18,861	18,844	18,231	18,580	18,881	18,906
TOTAL (excluding farm products, raw materials)	16,619	16,990	17,457	17,507	16,920	17,257	17,538	17,462
DURABLE GOODS, TOTAL	10,351	10,661	11,048	11,170	10,571	10,809	10,995	11,096
Motor vehicles, automotive equipment, total	1,841	1,936	2,057	2,094	1,863	1,940	2,017	2,092
Automotive equipment, tires, tubes	1,387	1,453	1,528	1,549	-	-	-	-
Electrical goods, total	1,473	1,478	1,518	1,534	1,525	1,497	1,545	1,538
Electrical supplies, apparatus	597	605	607	631	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	910	902	-	-	-	-
Hardware, plumbing, heating equip., supplies, total	1,221	1,264	1,306	1,330	1,271	1,274	1,275	1,308
Hardware	506	518	529	542	-	-	-	-
Plumbing and heating equipment, supplies	602	631	656	665	-	-	-	-
Machinery, equipment, supplies, total	2,867	2,983	3,131	3,171	2,893	3,038	3,131	3,152
Industrial machinery, equipment, supplies	1,148	1,219	1,265	1,293	-	-	-	-
Metals, metalwork (except scrap), total	1,248	1,211	1,223	1,218	1,253	1,223	1,235	1,209
Iron, steel, and products	1,093	1,063	1,052	1,047	-	-	-	-
NONDURABLE GOODS, TOTAL	7,862	7,847	7,813	7,673	7,660	7,771	7,886	7,810
TOTAL (excluding farm products, raw materials)	6,268	6,330	6,410	6,336	6,349	6,448	6,543	6,366
Groceries and related products, total	1,812	1,863	1,847	1,845	1,807	1,857	1,840	1,841
General-line groceries	910	935	953	939	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	746	731	788	757	785	809	831	759
Wine, distilled spirits	564	544	588	564	-	-	-	-
Drugs, chemicals, allied products, total	756	741	772	771	768	758	777	760
Drugs, drug proprietaries, druggists' sundries	521	505	524	523	-	-	-	-
Paper, paper products (excluding wallpaper), total	454	478	518	526	467	501	524	510
Paper	317	337	367	369	-	-	-	-

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent)

Kind of business	Unadjusted				Adjusted[1]			
	January	February	March	April[2]	January	February	March	April[2]
MERCHANT WHOLESALERS, TOTAL	121	123	105	112	107	111	109	110
TOTAL (excluding farm products, raw materials)	121	122	105	111	109	111	109	110
DURABLE GOODS, TOTAL	158	160	136	143	140	143	139	143
Motor vehicles, automotive equipment, total	190	193	167	184	168	170	167	189
Automotive equipment, tires, tubes	240	245	222	230	-	-	-	-
Electrical goods, total	140	145	133	138	128	132	136	126
Electrical supplies, apparatus	145	142	126	125	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	138	149	-	-	-	-
Hardware, plumbing, heating equip., supplies, total	197	198	172	173	166	167	161	169
Hardware	216	206	180	191	-	-	-	-
Plumbing and heating equipment, supplies	191	198	174	172	-	-	-	-
Machinery, equipment, supplies, total	170	170	144	155	152	154	154	162
Industrial machinery, equipment, supplies	141	148	125	137	-	-	-	-
Metals, metalwork (except scrap), total	173	166	134	147	155	154	146	152
Iron, steel, and products	207	201	165	179	-	-	-	-
NONDURABLE GOODS, TOTAL	93	93	80	85	81	84	83	83
TOTAL (excluding farm products, raw materials)	87	87	75	80	79	81	80	78
Groceries and related products, total	59	62	53	57	55	57	55	55
General-line groceries	76	82	75	78	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	121	111	97	99	97	98	103	94
Wine, distilled spirits	164	144	123	132	-	-	-	-
Drugs, chemicals, allied products, total	125	128	112	119	118	118	120	116
Drugs, drug proprietaries, druggists' sundries	145	152	134	141	-	-	-	-
Paper, paper products, excluding wallpaper, total	98	106	94	102	94	101	99	97
Paper	91	99	88	92	-	-	-	-

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 and minor revisions.

[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

[2]Preliminary. See page 10, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

Table 4.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: APRIL 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	April 1966 from--		4 months 1966 from 4 months 1965	April 1966 from--		April 1966 from--		April 1966 from--	
	April 1965	March 1966		April 1965	March 1966	April 1965	March 1966	April 1965	March 1966
MERCHANT WHOLESALERS, TOTAL	+7	-6	+11	+7	0	+9	-1	+7	0
TOTAL (excluding farm products, raw materials)	+7	-5	+11	+7	0	+9	-1	+7	0
DURABLE GOODS, TOTAL	+8	-4	+13	+8	+1	+11	-1	+8	+1
Motor vehicles, automotive equipment, total	+2	-7	+10	+10	+2	+9	-8	+10	+4
Automobiles, other motor vehicles	0	-14	+18	+26	+3	-	-	-	-
Automotive equipment, tires, tubes	+5	-2	+5	+5	+1	-	-	-	-
Electrical goods, total	+15	-3	+17	+5	+1	+17	+7	+5	0
Electrical supplies, apparatus	+12	+5	+13	+8	+4	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+17	-8	+19	+3	-1	-	-	-	-
Furniture, home furnishings, total	+10	-6	+9	+8	+2	+14	+3	+8	+3
Furniture-household, office	+3	-10	+5	+6	+2	-	-	-	-
Home furnishings, floor coverings	+13	-5	+11	+9	+2	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+13	+1	+13	+8	+2	+15	-3	+8	+3
Hardware	+11	-3	+12	+6	+2	-	-	-	-
Plumbing and heating equipment, supplies	+16	+2	+15	+10	+1	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+6	+8	+9	+7	+2	-	-	-	-
Lumber, construction materials, total	+7	+4	+8	r-3	0	+10	+3	r-3	+1
Lumber, millwork	+3	+1	+8	r-8	+1	-	-	-	-
Construction materials	+17	+11	+7	(X)	(X)	-	-	-	-
Machinery, equipment, supplies, total	+6	-6	+15	+9	+1	+8	-4	+9	+1
Commercial, industrial machinery, equipment, supplies	+5	-5	+17	+9	+2	-	-	-	-
Commercial machines, equipment	+8	-6	+17	+1	+3	-	-	-	-
Construction machinery, equipment	+7	+3	+21	+14	+1	-	-	-	-
Industrial machinery, equipment, supplies	+4	-7	+15	+8	+2	-	-	-	-
Professional equipment, supplies	+14	-8	+12	+11	+1	-	-	-	-
Service-establishment equipment, supplies	+8	-7	+9	(X)	(X)	-	-	-	-
Metals, metalwork (except scrap), total	-4	-9	+7	+12	0	-2	-6	+13	-2
Iron, steel, and products	-4	-8	+5	+11	0	-	-	-	-
Nonferrous metals	-4	-12	+15	+20	0	-	-	-	-
Scrap, waste materials, total	+34	+3	+24	+7	-1	+37	+7	+8	-4
Iron, steel scrap	+57	+5	+29	(X)	(X)	-	-	-	-
Waste materials	+9	+1	+18	(X)	(X)	-	-	-	-
Jewelry	+25	-17	+23	(X)	(X)	+27	-6	(X)	(X)
NONDURABLE GOODS, TOTAL	+5	-7	+10	+5	-2	+7	-1	+4	-1
TOTAL (excluding farm products, raw materials)	+5	-7	+9	+5	-1	+7	0	+5	-3
Groceries and related products, total	+6	-7	+8	+7	0	+8	0	+6	0
General-line groceries	+6	-5	+9	+4	-1	-	-	-	-
Specialty-line groceries	+2	-11	+5	+13	+2	-	-	-	-
Confectionery	-3	-14	+7	0	-3	-	-	-	-
Meats, meat products	+23	-9	+20	+26	+2	-	-	-	-
Poultry, poultry products	+7	-7	+11	-3	+10	-	-	-	-
Fresh fruits, vegetables	-7	-1	-2	-14	+4	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+4	-6	+7	+1	-4	+6	0	+1	-9
Beer	+4	0	+7	-1	-3	-	-	-	-
Wine, distilled spirits	+5	-11	+7	+2	-4	-	-	-	-
Drugs, chemicals, allied products, total	+5	-6	+8	+6	0	+7	+1	+6	-2
Drugs, drug proprietaries, druggists' sundries	+11	-5	+10	+9	0	-	-	-	-
Paints, varnishes	-2	-4	+4	(X)	(X)	-	-	-	-
Other chemicals, allied products	-3	-8	+6	(X)	(X)	-	-	-	-
Tobacco, tobacco products	-2	-6	+4	+1	-1	0	-2	0	-1
Dry goods, apparel, total	+14	-11	+10	(X)	(X)	+17	-1	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+11	-15	+10	+5	-5	-	-	-	-
Dry goods, notions	+15	-9	+11	(X)	(X)	-	-	-	-
Piece goods converters	+12	-7	+6	(X)	(X)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+9	-6	+12	+6	+1	+12	-1	+6	-3
Paper	+9	-4	+11	+7	0	-	-	-	-
Stationery, office supplies	+10	-11	+14	+3	+4	-	-	-	-
Farm products (raw materials), total	+4	-13	+19	+2	-4	+6	-3	+8	+7
Cotton	-18	-14	-12	(X)	(X)	-	-	-	-
Grain	+4	-11	+21	(X)	(X)	-	-	-	-
Other nondurable goods, total	+2	-4	+9	+1	-2	+4	0	-3	-3
Amusement, sporting goods	+8	+3	+21	+3	-1	-	-	-	-
Books, magazines, newspapers	-3	-7	+3	+4	+3	-	-	-	-
Farm supplies	-1	-4	+4	+3	-10	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate.
[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.
rRevised.

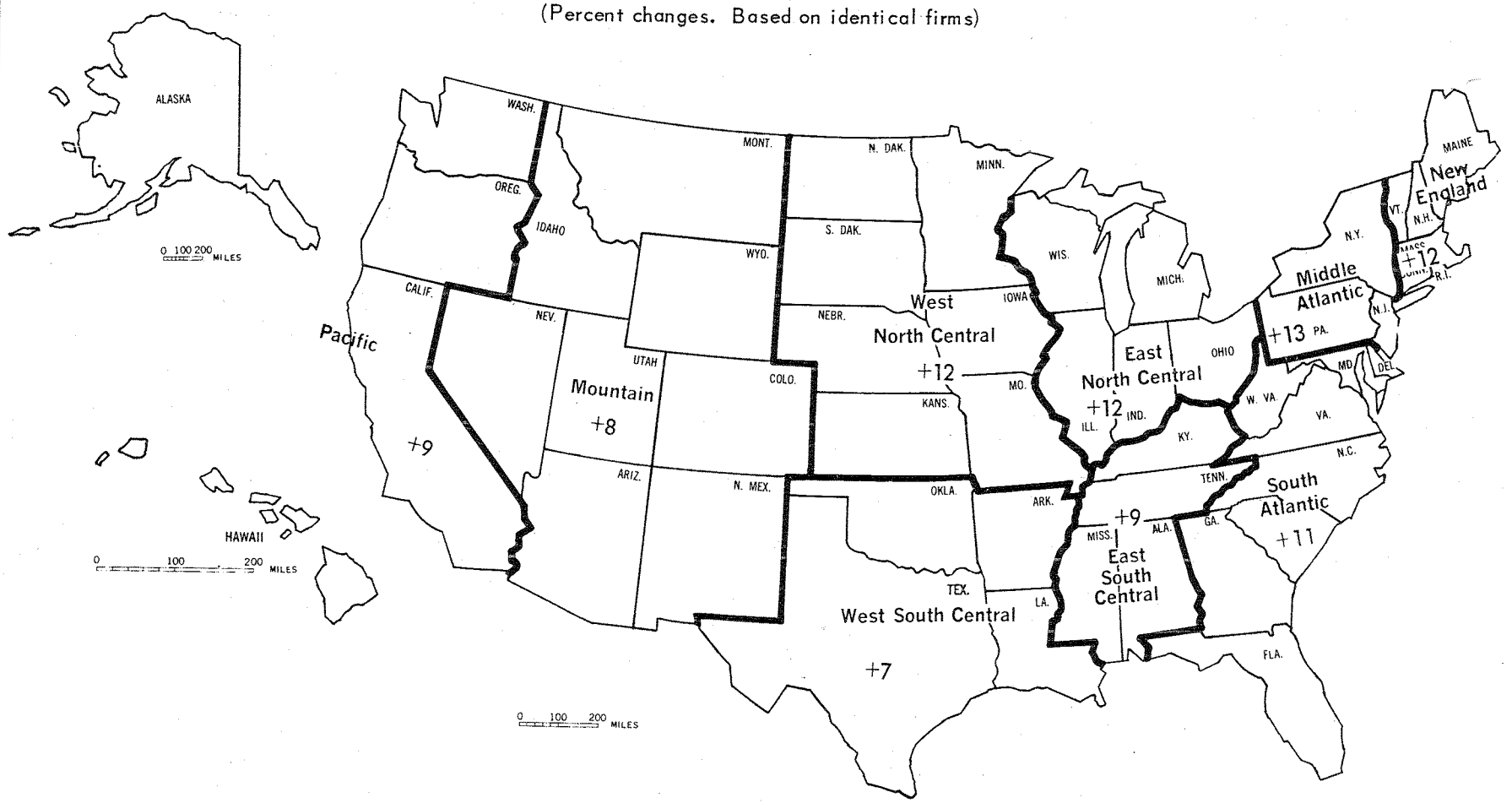
Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes due to births and deaths during the period compared. However, they are believed to represent the change from a year ago more accurately than if a comparison were made between the new series and the same month a year ago in the old series.

UNITED STATES, BY GEOGRAPHIC DIVISION

SALES OF MERCHANT WHOLESALERS

4 MONTHS 1966 COMPARED WITH 4 MONTHS 1965

(Percent changes. Based on identical firms)



UNITED STATES +11

U. S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
APRIL 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	April 1966 from—		4 months 1966 from 4 months 1965	April 1966 from—						
	April 1965	March 1966		April 1965	March 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+7	-6	+11	+7	0	0.9	0.5	0.6	0.9	0.3
New England	+9	-7	+12	+5	0	4	2	3	4	1
Middle Atlantic	+7	-8	+13	+15	+1	2	1	1	1	1
East North Central	+6	-5	+12	+9	0	2	1	1	2	1
West North Central	+9	-5	+12	+8	-1	3	2	2	2	1
South Atlantic	+8	-4	+11	+7	-1	3	1	2	2	1
East South Central	0	-4	+9	*+4	+1	3	2	3	*12	1
West South Central	+1	-7	+7	+3	-2	3	2	2	2	1
Mountain	+10	-6	+8	+10	+3	4	2	4	4	1
Pacific	+8	-5	+9	+6	0	3	1	2	2	1
Automotive equipment, tire, tubes	+5	-2	+5	+5	+1	3	2	3	3	1
Middle Atlantic	(X)	-4	0	-3	-2	-	4	8	7	1
East North Central	-2	-1	+3	+4	+1	8	3	7	7	1
West North Central	+22	+3	+18	(X)	(X)	9	3	8	-	-
South Atlantic	-3	-6	+2	+12	+3	7	3	4	7	2
East South Central	(X)	(X)	-3	(X)	(X)	-	-	8	-	-
Mountain	(X)	(X)	+7	(X)	(X)	-	-	9	-	-
Pacific	+10	+4	+10	+1	-1	9	2	8	9	2
Electrical supplies, apparatus	+12	+5	+13	+8	+4	3	2	2	2	1
New England	(X)	(X)	+13	(X)	(X)	-	-	8	-	-
Middle Atlantic	+7	+8	+14	(X)	(X)	9	4	6	-	-
East North Central	+9	0	+9	+15	+4	5	4	4	4	1
West North Central	(X)	+12	+16	(X)	+8	-	4	3	-	2
South Atlantic	(X)	+4	+21	+8	-1	-	4	6	5	2
East South Central	(X)	(X)	+19	0	+1	-	-	9	8	2
West South Central	(X)	+6	-1	+3	+3	-	4	6	8	2
Mountain	(X)	+23	+10	(X)	+5	-	4	6	-	3
Pacific	+9	+2	+17	+14	+8	7	3	6	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+17	-8	+19	+3	-1	3	2	2	2	1
New England	(X)	(X)	+25	(X)	+7	-	-	6	-	3
Middle Atlantic	(X)	(X)	+15	(X)	(X)	-	-	4	-	-
East North Central	+33	-3	+26	+8	0	8	3	5	7	2
West North Central	(X)	-17	+21	+7	-3	-	4	5	8	2
South Atlantic	(X)	+1	+20	+9	-2	-	5	7	8	2
East South Central	(X)	(X)	+15	(X)	-2	-	-	8	-	2
West South Central	(X)	(X)	+12	(X)	(X)	-	-	9	-	-
Pacific	+20	-13	+18	+5	-1	8	3	4	8	2
Furniture, home furnishings, total	+10	-6	+9	+8	+2	3	2	2	3	1
New England	(X)	(X)	+4	(X)	+3	-	-	9	-	2
Middle Atlantic	+3	-8	+10	+2	0	7	4	4	6	1
East North Central	+22	-2	+19	+10	+4	9	5	7	7	1
West North Central	(X)	-8	+15	(X)	-5	-	4	8	-	2
South Atlantic	(X)	-12	+7	+3	+1	-	5	6	9	2
Pacific	+11	-6	+2	+22	+1	9	3	6	8	1
Hardware	+11	-3	+12	+6	+2	3	1	2	2	1
New England	(X)	(X)	+6	(X)	+5	-	-	8	-	1
Middle Atlantic	(X)	-6	+14	(X)	(X)	-	5	4	-	-
East North Central	+11	-6	+15	+8	-3	5	2	3	5	1
West North Central	+8	-5	+7	+5	+1	9	4	7	7	1
South Atlantic	+12	+2	+12	-5	+5	8	4	4	8	1
East South Central	+2	-6	+13	+22	+9	5	2	3	4	1
West South Central	+9	+1	+6	+8	+2	7	3	6	7	1
Mountain	(X)	-7	+6	+4	0	-	4	5	8	2
Pacific	+17	+3	+20	+3	+4	6	4	5	7	1
Plumbing and heating equipment, supplies	+16	+2	+15	+10	+1	2	1	2	2	1
New England	(X)	(X)	+12	(X)	(X)	-	-	7	-	-
Middle Atlantic	+21	+1	+20	+18	+2	7	4	6	5	1
East North Central	+17	+1	+19	+8	0	8	3	3	6	1
West North Central	(X)	(X)	+20	+19	+5	-	-	5	7	2
South Atlantic	+16	(X)	+13	+2	0	8	-	3	8	1
East South Central	(X)	-1	+18	(X)	+2	-	5	7	-	1
West South Central	(X)	(X)	+10	(X)	(X)	-	-	9	-	-
Mountain	(X)	+5	(X)	(X)	(X)	-	6	-	-	-
Pacific	(X)	(X)	+4	+14	+3	-	-	5	7	1
Lumber, construction materials, total	+7	+4	+8	-3	0	3	2	2	3	1
New England	(X)	+1	+26	(X)	0	-	6	7	-	2
Middle Atlantic	(X)	-4	+8	-1	-1	-	3	8	6	2
East North Central	(X)	(X)	+20	(X)	(X)	-	-	5	-	-
West North Central	(X)	(X)	+6	+3	-1	-	-	7	7	2
South Atlantic	+3	+6	+5	-1	-1	9	4	5	7	2
East South Central	(X)	-2	(X)	(X)	(X)	-	5	-	-	-
West South Central	(X)	-1	-2	(X)	(X)	-	6	9	-	-
Pacific	+17	+7	+1	-13	0	8	3	6	7	2

See footnotes at end of table.

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
APRIL 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	April 1966 from—		4 months 1966 from 4 months 1965	April 1966 from—						
	April 1965	March 1966		April 1965	March 1966					
	A	B	C	D	E	A	B	C	D	E
Industrial machinery, equip. supplies dist.	+4	-7	+15	+8	+2	4	2	5	3	1
Middle Atlantic	(X)	-7	+2	(X)	(X)	-	5	9	-	-
East North Central	(X)	-3	+26	+11	+1	-	4	6	7	1
West South Central	-14	-11	+5	+2	+5	8	4	6	6	1
Mountain	(X)	-16	(X)	-11	-3	-	6	-	9	2
Pacific	(X)	-11	+17	(X)	+1	-	6	7	-	1
General-line grocery wholesalers	+6	-5	+9	+4	-1	2	1	1	2	1
New England	(X)	-8	+10	(X)	-1	-	3	7	-	2
Middle Atlantic	+9	-9	+14	-2	-1	6	2	2	6	1
East North Central	+10	-2	+9	+10	-3	4	1	3	4	1
West North Central	+5	-3	+8	+6	0	4	1	3	6	1
South Atlantic	+11	-3	+8	(X)	(X)	7	3	3	-	-
East South Central	(X)	-1	+7	(X)	+1	-	6	7	-	2
West South Central	+4	-8	+11	0	-5	5	2	3	6	2
Mountain	(X)	(X)	+8	(X)	(X)	-	-	1	-	-
Pacific	+1	-4	+1	+1	-1	4	1	1	2	1
Specialty-line grocery wholesalers	+2	-11	+5	+13	+2	3	1	3	4	1
Middle Atlantic	+6	-11	+2	+35	+2	8	3	6	7	2
East North Central	(X)	(X)	+5	+3	+5	-	-	3	7	2
South Atlantic	(X)	-7	+10	(X)	-3	-	4	9	-	3
East South Central	(X)	+1	(X)	(X)	(X)	-	3	-	-	-
West South Central	(X)	-15	+7	(X)	(X)	-	4	5	-	-
Pacific	-23	-22	-2	(X)	+5	9	5	5	-	3
Fresh fruit, vegetable wholesalers	-7	-1	-2	-14	+4	4	2	2	4	2
New England	(X)	0	+3	(X)	(X)	-	6	8	-	-
Middle Atlantic	-2	+3	+1	(X)	+7	8	5	4	-	5
East North Central	-10	-4	-3	(X)	+7	9	5	5	-	3
West North Central	(X)	+4	(X)	+6	-2	-	4	-	8	1
South Atlantic	-10	-8	-1	-13	-3	7	5	5	-	4
East South Central	(X)	+6	+8	(X)	(X)	-	4	7	-	-
West South Central	(X)	-6	0	(X)	+1	-	4	4	-	5
Pacific	(X)	-2	-3	(X)	+5	-	5	6	-	4
Drug wholesalers (general and specialty lines)	+11	-5	+10	+9	0	3	1	2	2	1
New England	(X)	+2	(X)	(X)	-1	-	3	-	-	2
Middle Atlantic	+8	-3	+12	+8	0	6	3	4	7	1
East North Central	+11	-9	+8	+9	-1	5	3	4	6	1
West North Central	(X)	+3	+19	(X)	+1	-	3	7	-	2
South Atlantic	+8	-4	+8	+3	-2	6	3	4	5	1
East South Central	+14	-8	+8	(X)	+2	9	2	4	-	1
West South Central	-1	-10	+4	+2	0	6	2	2	5	1
Pacific	+14	-8	+14	+14	+2	5	2	3	5	1
Tobacco distributors	-2	-6	+4	+1	-1	2	1	2	3	1
New England	+7	-2	+8	(X)	-1	9	3	7	-	2
Middle Atlantic	-7	-6	+3	-5	+1	6	2	4	6	1
East North Central	-3	-6	+5	+2	-3	6	2	3	7	2
West North Central	+2	-6	+5	+2	+1	9	2	7	9	2
South Atlantic	-2	-5	+6	(X)	(X)	7	1	4	-	-
East South Central	(X)	-10	+3	(X)	+2	-	3	9	-	2
West South Central	+11	-4	+4	(X)	-2	9	2	6	-	1
Mountain	(X)	(X)	+5	(X)	-11	-	-	6	-	2
Pacific	-8	-9	-4	-8	-1	8	2	3	7	2
Dry goods, apparel wholesalers	+14	-11	+10	(X)	(X)	3	2	2	-	-
New England	(X)	-16	+15	(X)	(X)	-	5	7	-	-
Middle Atlantic	+13	-12	+7	(X)	(X)	4	2	3	-	-
East North Central	(X)	-9	+9	+13	0	-	6	9	9	3
South Atlantic	(X)	(X)	+14	(X)	-9	-	-	9	-	3
West South Central	(X)	-7	+16	(X)	(X)	-	5	6	-	-
Mountain	-11	-28	0	-2	+6	-	5	-	-	2
Pacific	(X)	-8	(X)	(X)	(X)	-	5	-	-	-

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map page 5.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 11).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 6 and 7. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 will be derived from the new sample (see item 6. Estimating Procedures).

Some users may have a more immediate need for comparative data for prior years. Upon completion of the April survey, the Bureau will prepare, on the basis of the relationship between the new and old sample data for the first 4 months of 1965, a preliminary series for 1964 and 1965 for each kind-of-business group. These data will be available upon request.

4. Currently Published Data

Sales.--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.

Table 1 shows monthly dollar volume estimates, both unadjusted and adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. In addition, unadjusted monthly dollar volume estimates of sales for 39 individual kinds of business are included. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 1. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 5 shows sales trends by geographic divisions for 14 kinds of business and for all kinds of business combined.

Table 6.--COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales			Kind of business	Sales		
	New sample	Old sample	Percent change		New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9	NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	13,762	13,153	4.6	TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
DURABLE GOODS, TOTAL	6,544	6,127	6.8	Groceries and related products, total	3,069	2,963	3.6
Motor vehicles, automotive equipment, total	967	887	9.0	General-line groceries	1,202	1,109	8.4
Automobiles, other motor vehicles	389	333	16.8	Specialty-line groceries	799	838	-4.7
Automotive equipment, tires, tubes	578	554	4.3	Confectionery	93	74	25.7
Electrical goods, total	1,052	929	13.2	Poultry, poultry products	144	131	9.9
Electrical supplies, apparatus	412	367	12.3	Fresh fruits, vegetables	252	272	-7.4
Electrical appliances, TV, radio sets, electronic parts, equipment	640	562	13.9	Beer, wine, distilled alcoholic bev., total	619	618	0.2
Furniture, home furnishings, total	294	259	13.5	Beer	276	231	19.5
Home furnishings, floor coverings	186	182	2.2	Wine, distilled spirits	343	387	-11.4
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0	Drugs, chemicals, allied products, total	607	577	5.2
Hardware	234	225	4.0	Drugs, drug proprietaries, sundries	360	341	5.6
Plumbing and heating equipment, supplies	316	310	1.9	Paints, varnishes	31	27	14.8
Air conditioning, refrigeration equipment supplies	71	68	4.4	Other chemicals, allied products	216	209	3.3
Lumber, construction materials, total	685	560	22.3	Tobacco, tobacco products	397	383	3.7
Lumber, millwork	472	376	25.5	Dry goods, apparel, total	686	664	3.3
Construction materials	213	184	15.8	Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
Machinery, equipment, supplies, total	1,684	1,687	-0.2	Dry goods, notions	248	253	-2.0
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9	Paper, paper products, excluding wallpaper, total	463	446	3.8
Construction machinery, equipment	223	226	-1.3	Paper	348	375	-7.2
Industrial machinery, equipment, supplies	817	857	-4.7	Farm products (raw materials), total	1,256	1,160	8.3
Professional equipment, supplies	198	174	13.8	Grain	802	709	13.1
Service-establishment equipment, supplies	139	131	6.1	Other nondurable goods, total	1,377	1,373	0.3
Metals, metalwork (except scrap), total	720	713	1.0	Amusement, sporting goods	197	134	47.0
Scrap, waste materials, total	412	403	2.2	Books, magazines, newspapers	96	94	2.1
Iron, steel scrap	230	248	-7.3	Coal	60	74	-18.9
Waste materials	182	155	17.4	Farm supplies	237	221	7.2

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 7.--COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excluding farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	454	469	-3.2	98	105	-6.7
Paper	317	374	-15.2	91	100	-9.0

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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.

Table 2 shows monthly dollar volume estimates of inventories both unadjusted and adjusted for seasonal variation for summary totals and nine kind-of-business groups. In addition, unadjusted data are shown for 11 individual kinds of business. Adjusted data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 2. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 5 shows inventory trends by geographic division for selected kinds of business.

Current month to previous month inventory trends are based on unadjusted dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 4.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios, unadjusted and adjusted, for the kinds of business for which inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 9 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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 stocksales ratios shown in this report.

1966 estimates

The January 1966 "composite" estimate for the new series is a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month data in the February 1966 survey. The February 1966 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.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With only few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 7 and 8. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago 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" estimates. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 16 percent of the total sales and 29 percent of total inventories where 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.005 to 1.029.

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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-8	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5.2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	-	-
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grains	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 9.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Seasonal and trading day adjustment factors for sales																								
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials).....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap).....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
Seasonal adjustment factors for inventories																								
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials).....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap).....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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.

Serivice-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 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 distrubution 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—billiard 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:

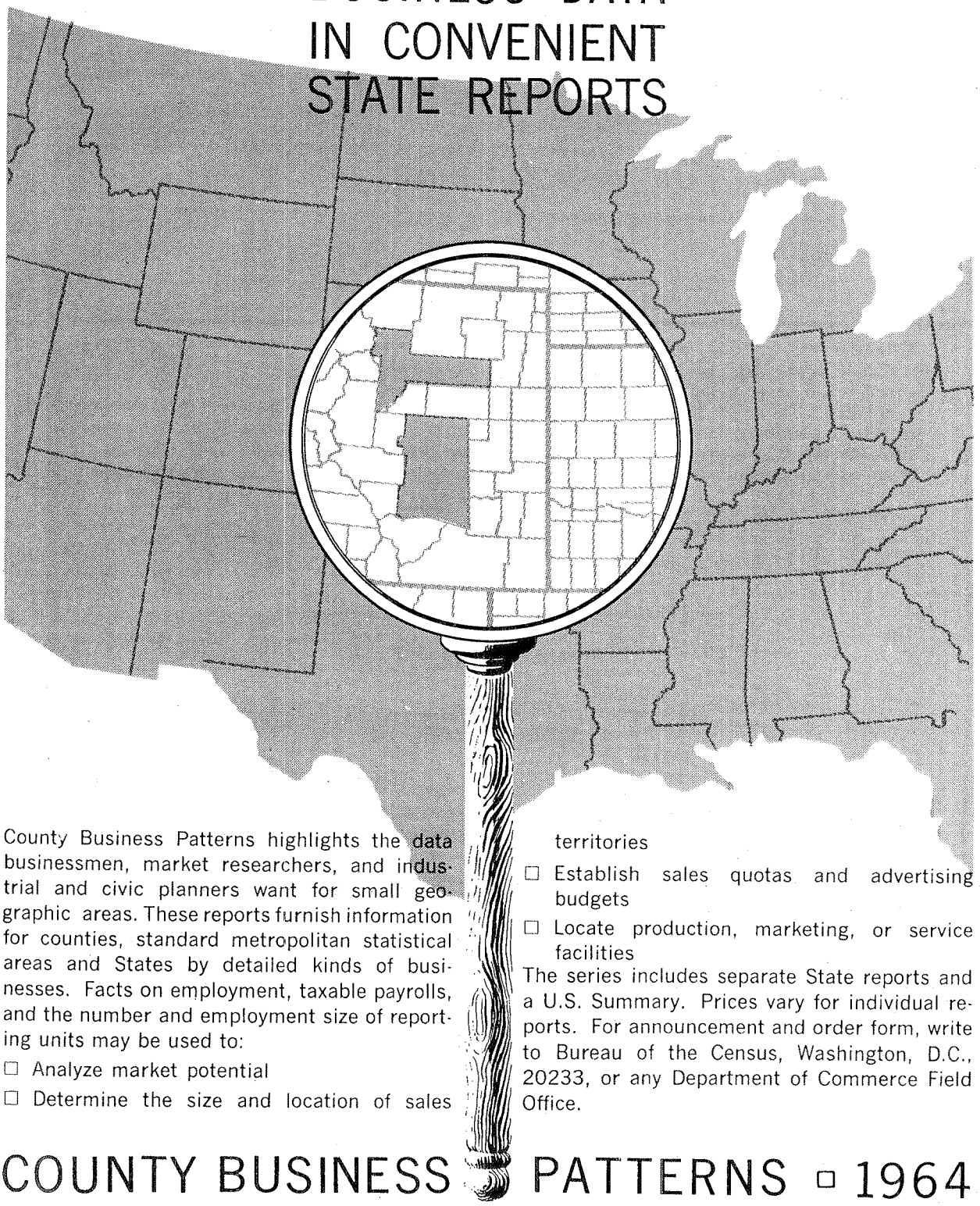
Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelities, 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.

SMALL-AREA BUSINESS DATA IN CONVENIENT STATE REPORTS



County Business Patterns highlights the data businessmen, market researchers, and industrial and civic planners want for small geographic areas. These reports furnish information for counties, standard metropolitan statistical areas and States by detailed kinds of businesses. Facts on employment, taxable payrolls, and the number and employment size of reporting units may be used to:

- ☐ Analyze market potential
- ☐ Determine the size and location of sales territories
- ☐ Establish sales quotas and advertising budgets
- ☐ Locate production, marketing, or service facilities

The series includes separate State reports and a U.S. Summary. Prices vary for individual reports. For announcement and order form, write to Bureau of the Census, Washington, D.C., 20233, or any Department of Commerce Field Office.

COUNTY BUSINESS PATTERNS ▫ 1964

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business—for all 3-digit SIC industries and for selected 4-digit SIC industries—by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are—

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

MONTHLY
WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary

BUREAU OF THE CENSUS
A. Ross Eckler, Director

MAY 1966

BW-66-5

SALES AND INVENTORIES

FOR RELEASE
July 21, 1966[1]

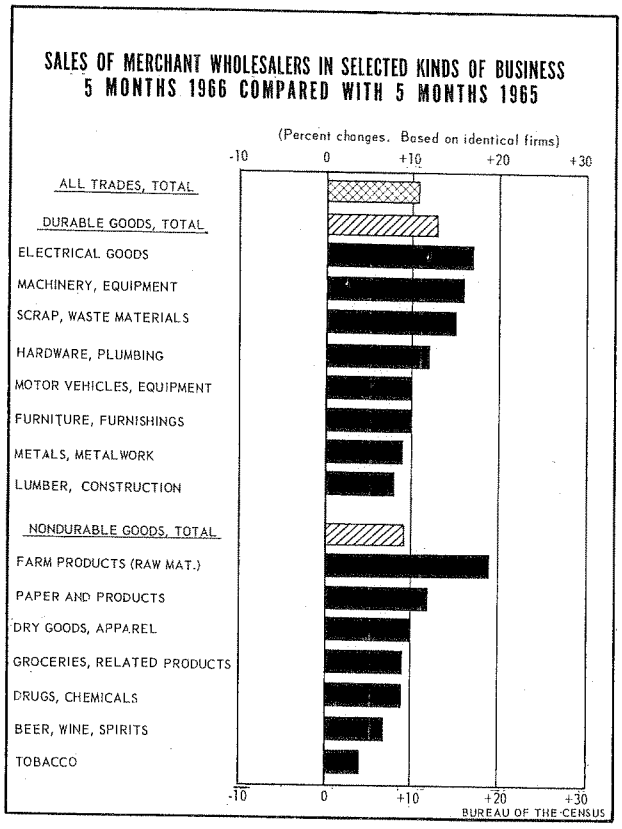
SALES

May 1966 sales of merchant wholesalers, estimated at $17.1 billion, were up 2 percent over the previous month level and 12 percent above May sales a year ago. Cumulative sales for the first 5 months of 1966 totaled $81.8 billion, an increase of 11 percent over the similar period in 1965.

After adjustment for seasonal variations and trading day differences, but not for price changes, May sales amounted to $17.0 billion, virtually unchanged from the April 1966 level and 9 percent above May 1965. Adjusted sales in both the durable and nondurable goods trades were little changed from previous month levels, although increases over year-ago sales amounted to 11 percent in the durable goods trades and 8 percent in the nondurable goods trades.

Based on the adjusted data, most trade groups showed only small changes from previous month sales levels. The larger gains were reported in jewelry (9%), paper, paper products (5%), motor vehicles, automotive equipment (4%), and dry goods, apparel (3%). The largest decline from April 1966 sales was registered in furniture, home furnishings (-3%).

A comparison of adjusted sales for May 1966 with those for May 1965 showed increases in all trade groups. Among the trades reporting the larger gains over year-ago sales levels were jewelry (30%), farm products-raw materials (18%), electrical goods (15%), machinery, equipment, supplies (14%), metals, metalwork (13%), and paper, paper products (13%).



INVENTORIES

Total inventories of merchant wholesalers were valued at $19.1 billion at the end of May. After adjustment for seasonal variations, May inventories were slightly (1%) above April inventories and 7 percent above a year ago. Stocks in the durable goods trades, after adjustment, increased slightly (1%) over the April level and were 9 percent above a year ago. Adjusted nondurable goods stocks also increased slightly (1%) over the April level and were 6 percent above a year ago.

Based on the adjusted data, most trade groups indicated increases over previous month inventory levels. The larger changes were reported in beer, wine, spirits (up 6%), furniture, home furnishings (up 5%), paper, paper products (up 5%), lumber, construction materials (up 4%), and scrap, waste materials (up 4%). Changes from year-ago stock levels were more substantial, however, with the larger increases reported in scrap, waste materials (30%), lumber, construction materials (16%), machinery, equipment, supplies (11%), and paper, paper products (10%). Only 1 trade group--farm products-raw materials (with inventories unchanged)--failed to register a gain over year-ago stock levels.

The sample on which these data are based has been revised effective with the February publication. The new sample was drawn from 1963 Census of Business lists of merchant wholesalers, supplemented by Social Security Administration records of business births since 1963. While the revised sample is similar in design to the previous sample, which was based on the 1958 Census of Business, data developed from the new sample are not comparable with data previously published in this series. These differences are due, in part, to sampling error, and, in part, to changes in the kind-of-business classification of individual firms between Census years. To provide comparative data for the new series, each month during 1966 trend comparisons for the comparable month of 1965 will be derived from the new sample based on data for identical firms (see tables 4 and 5). A detailed description of the sample design and of the differences between the old and new samples is included on pages 8 and 9.

[1] An advance release of May 1966 data was issued on July 12, 1966.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.--ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted						Adjusted[1]				
	January	February	March	April	May[2]	Total 5 months 1966	January	February	March	April	May[2]
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	r17,897	16,690	17,091	81,756	16,981	16,779	17,334	16,966	17,004
TOTAL (exc. farm products, raw materials)	13,762	13,905	r16,608	15,559	15,870	75,704	15,550	15,508	16,044	15,710	15,727
DURABLE GOODS, TOTAL	6,544	6,653	r8,109	7,755	7,860	36,921	7,563	7,538	7,887	7,718	7,715
Motor vehicles, automotive equipment, total	967	1,004	1,233	1,133	1,154	5,491	1,106	1,139	1,205	1,099	1,140
Automobiles, other motor vehicles	389	411	546	465	482	2,293	-	-	-	-	-
Automotive equipment, tires, tubes	578	593	687	669	672	3,199	-	-	-	-	-
Electrical goods, total	1,052	1,022	1,140	1,084	1,076	5,374	1,195	1,132	1,139	1,190	1,168
Electrical supplies, apparatus	412	425	482	491	522	2,332	-	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	658	593	554	3,042	-	-	-	-	-
Furniture, home furnishings, total	r281	r296	r382	371	366	1,696	r322	r330	r358	382	372
Home furnishings, floor coverings	186	206	271	267	252	1,182	-	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	621	638	761	772	781	3,573	767	761	794	778	761
Hardware	234	251	294	282	278	1,339	-	-	-	-	-
Plumbing and heating equipment, supplies	316	319	378	391	401	1,805	-	-	-	-	-
Air conditioning, refrigeration equipment, supplies	71	69	89	99	103	431	-	-	-	-	-
Lumber, construction materials, total	685	672	840	869	923	3,989	873	836	856	877	862
Lumber, millwork	472	459	564	562	610	2,667	-	-	-	-	-
Construction materials	213	213	276	306	313	1,321	-	-	-	-	-
Machinery, equipment, supplies, total	1,684	1,752	2,171	2,069	2,080	9,756	1,901	1,969	2,033	1,975	1,985
Commercial, industrial machinery, equipment	1,185	1,237	1,517	1,445	1,483	6,867	-	-	-	-	-
Construction machinery, equipment	223	268	333	334	331	1,489	-	-	-	-	-
Industrial machinery, equipment, supplies	817	822	1,011	955	991	4,596	-	-	-	-	-
Professional equipment, supplies	198	195	233	214	211	1,051	-	-	-	-	-
Service-establishment equipment, supplies	139	135	155	147	154	730	-	-	-	-	-
Metals, metalwork (except scrap), total	720	729	913	843	880	4,085	808	792	846	813	824
Iron, steel, and products	529	530	638	610	639	2,946	-	-	-	-	-
Nonferrous metals	191	199	274	233	242	1,139	-	-	-	-	-
Scrap, waste materials, total	412	r381	r498	471	460	2,222	431	r397	r457	448	445
Iron, steel scrap	230	r204	r278	253	251	1,216	-	-	-	-	-
Waste materials	182	177	220	218	209	1,006	-	-	-	-	-
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,231	44,834	9,418	9,241	9,447	9,248	9,289
TOTAL (exc. farm products, raw materials)	7,218	7,251	8,499	7,804	8,010	38,782	7,987	7,970	8,157	7,992	
Groceries and related products, total	3,069	3,010	3,463	3,173	3,322	16,037	3,286	3,276	3,333	3,282	3,302
General-line groceries	1,202	1,141	1,272	1,206	1,238	6,059	-	-	-	-	-
Specialty-line groceries	799	818	940	830	898	4,285	-	-	-	-	-
Confectionery	93	90	108	91	94	476	-	-	-	-	-
Meat, meat products	579	538	658	592	624	2,991	-	-	-	-	-
Poultry, poultry products	144	156	176	159	154	789	-	-	-	-	-
Fresh fruits, vegetables	252	267	309	296	313	1,437	-	-	-	-	-
Beer, wine, distilled alcoholic, total	619	661	815	762	821	3,678	812	826	810	806	800
Beer	276	284	339	336	376	1,611	-	-	-	-	-
Wine, distilled spirits	343	377	477	426	445	2,068	-	-	-	-	-
Drugs, chemicals, allied products, total	607	580	688	630	645	3,150	650	641	650	639	647
Drugs, drug proprietaries, sundries	360	333	391	361	358	1,803	-	-	-	-	-
Paints, varnishes	31	34	41	39	41	186	-	-	-	-	-
Other chemicals, allied products	216	213	256	229	245	1,159	-	-	-	-	-
Tobacco, tobacco products	397	386	438	408	420	2,049	447	438	438	424	420
Dry goods, apparel, total	686	702	857	750	749	3,744	817	745	795	774	797
Apparel and accessories, hosiery, lingerie, footwear	299	318	399	326	311	1,653	-	-	-	-	-
Dry goods, notions	248	255	312	281	296	1,392	-	-	-	-	-
Paper, paper products, excluding wallpaper, total	463	453	550	503	537	2,506	498	496	531	513	538
Paper	348	342	419	390	419	1,918	-	-	-	-	-
Farm products (raw materials), total	1,256	1,155	1,289	1,131	1,221	6,052	1,431	1,271	1,290	1,256	1,277
Grain	802	718	856	771	857	4,004	-	-	-	-	-
Other nondurable goods, total	1,377	1,459	1,688	1,576	1,516	7,616	1,477	1,547	1,600	1,555	1,509
Amusement, sporting goods	197	194	217	222	224	1,054	-	-	-	-	-
Books, magazines, newspapers	96	98	113	101	103	511	-	-	-	-	-
Farm supplies	237	276	368	335	293	1,509	-	-	-	-	-

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 and minor revisions.

r Revised.

[1] Adjusted for seasonal variations and for trading day differences. Adjusted data not available for all kinds of business, only for the summary kinds of business shown.

[2] Preliminary estimate. See page 10, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted					Adjusted[1]				
	January	February	March	April	May[2]	January	February	March	April	May[2]
MERCHANT WHOLESALERS, TOTAL	18,213	18,508	18,861	18,949	19,092	18,231	18,580	18,881	19,008	19,202
TOTAL (excluding farm products, raw materials)	16,619	16,990	17,457	17,638	17,935	16,920	17,257	17,538	17,593	17,771
DURABLE GOODS, TOTAL	10,351	10,661	11,048	11,284	11,540	10,571	10,809	10,995	11,209	11,358
Motor vehicles, automotive equipment, total	1,841	1,936	2,057	2,057	2,072	1,863	1,940	2,017	2,055	2,030
Automotive equipment, tires, tubes	1,387	1,453	1,528	1,522	1,524	-	-	-	-	-
Electrical goods, total	1,473	1,478	1,518	1,539	1,592	1,525	1,497	1,545	1,544	1,564
Electrical supplies, apparatus	597	605	607	618	637	-	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	910	921	954	-	-	-	-	-
Hardware, plumbing, heating equip., supplies, total	1,221	1,264	1,306	1,329	1,373	1,271	1,274	1,275	1,306	1,334
Hardware	506	518	529	531	536	-	-	-	-	-
Plumbing and heating equipment, supplies	602	631	656	666	702	-	-	-	-	-
Machinery, equipment, supplies, total	2,867	2,983	3,131	3,212	3,273	2,893	3,038	3,131	3,193	3,219
Industrial machinery, equipment, supplies	1,148	1,219	1,265	1,310	1,349	-	-	-	-	-
Metals, metalwork (except scrap), total	1,248	1,211	1,223	1,277	1,307	1,253	1,223	1,235	1,268	1,301
Iron, steel, and products	1,093	1,063	1,052	1,114	1,146	-	-	-	-	-
NONDURABLE GOODS, TOTAL	7,862	7,847	7,813	7,665	7,552	7,660	7,771	7,886	7,800	7,844
TOTAL (excluding farm products, raw materials)	6,268	6,330	6,410	6,354	6,394	6,349	6,448	6,543	6,384	6,413
Groceries and related products, total	1,812	1,863	1,847	1,846	1,857	1,807	1,857	1,840	1,843	1,894
General-line groceries	910	935	953	940	940	-	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	746	731	788	760	819	785	809	831	762	809
Wine, distilled spirits	564	544	588	563	616	-	-	-	-	-
Drugs, chemicals, allied products, total	756	741	772	771	777	768	758	777	760	779
Drugs, drug proprietaries, druggists' sundries	521	505	524	524	520	-	-	-	-	-
Paper, paper products (excluding wallpaper), total	454	478	518	515	521	467	501	524	500	523
Paper	317	337	367	362	363	-	-	-	-	-

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent)

Kind of business	Unadjusted					Adjusted[1]				
	January	February	March	April	May[2]	January	February	March	April	May[2]
MERCHANT WHOLESALERS, TOTAL	121	123	105	114	112	107	111	109	112	113
TOTAL (excluding farm products, raw materials)	121	122	105	113	113	109	111	109	112	113
DURABLE GOODS, TOTAL	158	160	136	145	147	140	143	139	145	147
Motor vehicles, automotive equipment, total	190	193	167	182	180	168	170	167	187	178
Automotive equipment, tires, tubes	240	245	222	228	227	-	-	-	-	-
Electrical goods, total	140	145	133	142	148	128	132	136	130	133
Electrical supplies, apparatus	145	142	126	126	122	-	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	138	155	172	-	-	-	-	-
Hardware, plumbing, heating equip., supplies, total	197	198	172	172	176	166	167	161	168	175
Hardware	216	206	180	188	193	-	-	-	-	-
Plumbing and heating equipment, supplies	191	198	174	170	175	-	-	-	-	-
Machinery, equipment, supplies, total	170	170	144	155	157	152	154	154	162	162
Industrial machinery, equipment, supplies	141	148	125	137	136	-	-	-	-	-
Metals, metalwork (except scrap), total	173	166	134	151	149	155	154	146	156	158
Iron, steel, and products	207	201	165	183	179	-	-	-	-	-
NONDURABLE GOODS, TOTAL	93	93	80	86	82	81	84	83	84	84
TOTAL (excluding farm products, raw materials)	87	87	75	81	80	79	81	80	80	80
Groceries and related products, total	59	62	53	58	56	55	57	55	56	56
General-line groceries	76	82	75	78	76	-	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	121	111	97	100	100	97	98	103	95	101
Wine, distilled spirits	164	144	123	132	138	-	-	-	-	-
Drugs, chemicals, allied products, total	125	128	112	122	120	118	118	120	119	120
Drugs, drug proprietaries, druggists' sundries	145	152	134	145	145	-	-	-	-	-
Paper, paper products, excluding wallpaper, total	98	106	94	102	97	94	101	99	98	97
Paper	91	99	88	93	87	-	-	-	-	-

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 and minor revisions.

[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

[2]Preliminary. See page 10, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

Table 4.--PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: MAY 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	May 1966 from--		5 months 1966 from 5 months 1965	May 1966 from--		May 1966 from--		May 1966 from--	
	May 1965	April 1966		May 1965	April 1966	May 1965	April 1966	May 1965	April 1966
MERCHANT WHOLESALERS, TOTAL	+12	+2	+11	+7	+1	+9	0	+7	+1
TOTAL (excluding farm products, raw materials)	+12	+2	+11	+8	+2	+9	0	+8	+1
DURABLE GOODS, TOTAL	+14	+1	+13	+9	+2	+11	0	+9	+1
Motor vehicles, automotive equipment, total	+11	+2	+10	+9	+1	+8	+4	+9	-1
Automobiles, other motor vehicles	+25	+4	+19	+34	+2	-	-	-	-
Automotive equipment, tires, tubes	+3	+1	+4	+2	0	-	-	-	-
Electrical goods, total	+18	-1	+17	+7	+3	+15	-2	+7	+1
Electrical supplies, apparatus	+19	+6	+14	+10	+3	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+16	-7	+18	+5	+2	-	-	-	-
Furniture, home furnishings, total	+12	r-1	+10	+5	+2	+8	r-3	+5	+5
Furniture-household, office	+17	r+9	+7	+6	+3	-	-	-	-
Home furnishings, floor coverings	+10	-6	+11	+4	+1	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+10	+1	+12	+6	+3	+8	-2	+6	+2
Hardware	+13	-1	+12	+4	+1	-	-	-	-
Plumbing and heating equipment, supplies	+11	+3	+14	+7	+5	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+2	+3	+7	+9	+2	-	-	-	-
Lumber, construction materials, total	+9	+6	+8	+2	+5	+6	-2	+16	+4
Lumber, millwork	+14	+8	+9	+3	+5	-	-	-	-
Construction materials	-1	+2	+5	+2	+4	-	-	-	-
Machinery, equipment, supplies, total	+17	+1	+16	+11	+2	+14	+1	+11	+1
Commercial, industrial machinery, equipment, supplies	+19	+3	+17	+8	+1	-	-	-	-
Commercial machines, equipment	+15	+3	+17	+3	-4	-	-	-	-
Construction machinery, equipment	+6	-1	+17	+9	-1	-	-	-	-
Industrial machinery, equipment, supplies	+25	+4	+17	+9	+3	-	-	-	-
Professional equipment, supplies	+13	-1	+12	+12	+2	-	-	-	-
Service-establishment equipment, supplies	+15	+4	+10	+5	+3	-	-	-	-
Metals, metalwork (except scrap), total	+16	+4	+9	+8	+2	+13	+1	+8	+3
Iron, steel, and products	+14	+5	+6	+7	+3	-	-	-	-
Nonferrous metals	+23	+4	+17	+20	-1	-	-	-	-
Scrap, waste materials, total[2]	+13	+3	+15	+29	+1	+10	0	+30	+4
Iron, steel scrap[2]	+8	-1	+13	+41	+2	-	-	-	-
Waste materials	+19	-4	+18	+15	0	-	-	-	-
Jewelry	+33	+7	+25	(X)	(X)	+30	+9	(X)	(X)
NONDURABLE GOODS, TOTAL	+11	+3	+9	+6	-1	+8	0	+6	+1
TOTAL (excluding farm products, raw materials)	+9	+3	+9	+7	+1	+6	0	+7	0
Groceries and related products, total	+9	+5	+9	+8	+1	+6	+1	+8	0
General-line groceries	+11	+3	+9	+5	0	-	-	-	-
Specialty-line groceries	+9	+8	+6	+11	+1	-	-	-	-
Confectionery	+13	+4	+8	+2	+4	-	-	-	-
Meats, meat products	+14	+5	+19	+21	+3	-	-	-	-
Poultry, poultry products	+14	-3	+12	+2	+2	-	-	-	-
Fresh fruits, vegetables	-9	+6	-4	+3	-4	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+8	+8	+7	+7	+8	+6	-1	+7	+6
Beer	+9	+12	+15	+1	+3	-	-	-	-
Wine, distilled spirits	+8	+4	+7	+9	+9	-	-	-	-
Drugs, chemicals, allied products, total	+11	+2	+9	+5	+1	+8	+1	+5	+3
Drugs, drug proprietaries, druggists' sundries	+12	-1	+11	+5	-3	-	-	-	-
Paints, varnishes	+7	+6	+4	+4	+5	-	-	-	-
Other chemicals, allied products	+11	+7	+7	+6	+4	-	-	-	-
Tobacco, tobacco products	+6	+3	+4	+1	+2	+3	-1	+2	+3
Dry goods, apparel, total	+10	0	+10	(X)	(X)	+6	+3	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+6	-4	+9	-1	-3	-	-	-	-
Dry goods, notions	+8	+5	+10	(X)	(X)	-	-	-	-
Piece goods converters	+24	-1	+8	(X)	(X)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+16	+7	+12	+10	+1	+13	+5	+10	+5
Paper	+18	+7	+12	+12	0	-	-	-	-
Stationery, office supplies	+12	+4	+13	+8	+3	-	-	-	-
Farm products (raw materials), total	+21	+8	+19	0	-12	+18	+2	0	+1
Cotton	-21	-5	-13	(X)	(X)	-	-	-	-
Grain	+41	+11	+25	(X)	(X)	-	-	-	-
Other nondurable goods, total	+7	-4	+9	+8	-1	+5	-3	+8	-1
Amusement, sporting goods	+21	+1	+14	+4	+3	-	-	-	-
Books, magazines, newspapers	+11	+2	+4	+20	+9	-	-	-	-
Farm supplies	0	-13	+3	-1	-11	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate. rRevised.

[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

[2]Year-to-year sales trends shown for this kind of business in February, March and April were in error. Revised figures are available upon request.

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes 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 new series and the same month a year ago in the old series.

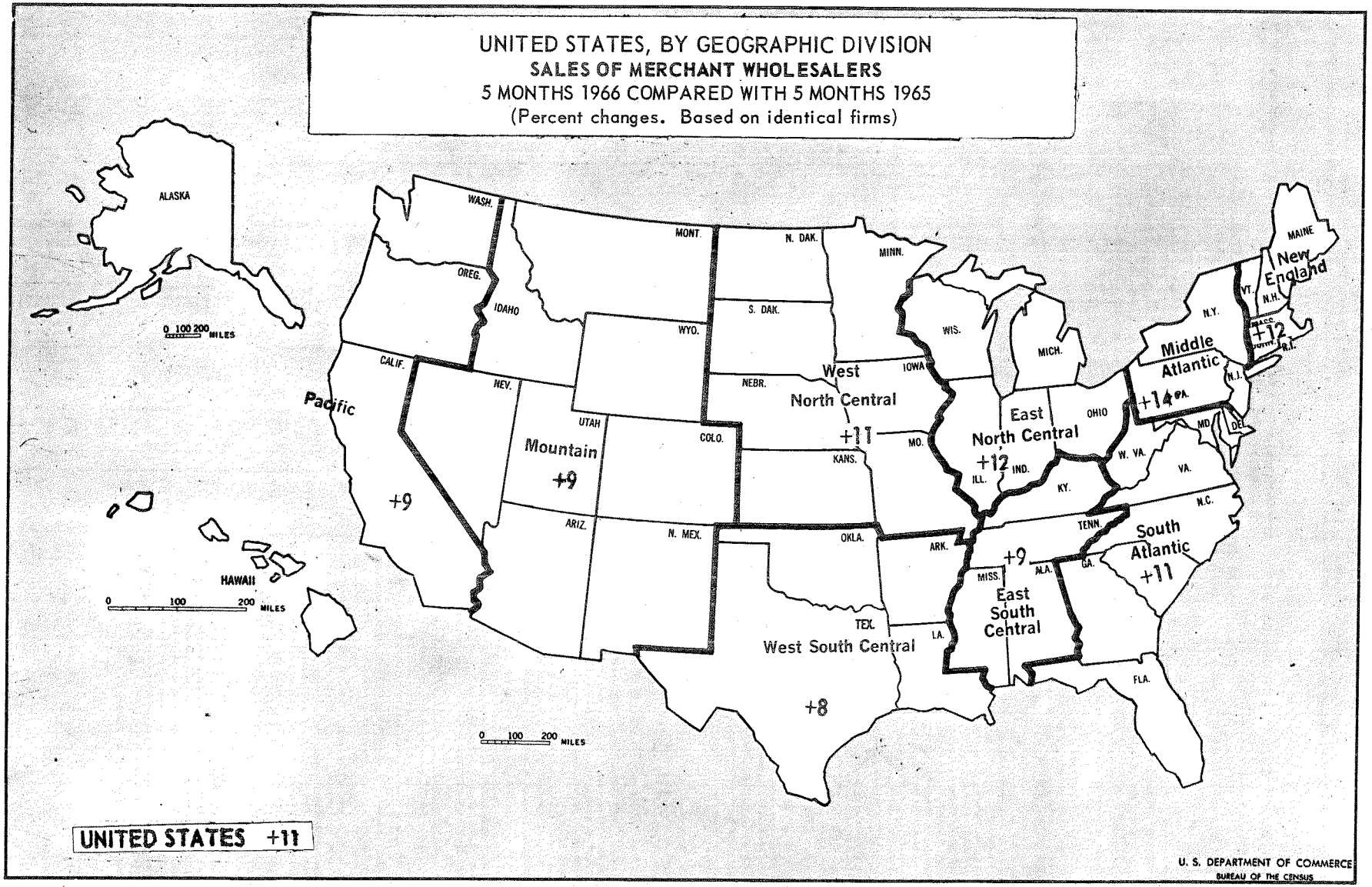

UNITED STATES, BY GEOGRAPHIC DIVISION
SALES OF MERCHANT WHOLESALERS
5 MONTHS 1966 COMPARED WITH 5 MONTHS 1965
(Percent changes. Based on identical firms)
ALASKA
0 100 200 MILES
HAWAII
0 100 200 MILES
WASH.
OREG.
CALIF.
IDAHO
NEV.
MONT.
WYO.
UTAH
ARIZ.
COLO.
N. MEX.
N. DAK.
S. DAK.
NEBR.
KANS.
OKLA.
TEX.
MINN.
IOWA
MO.
ARK.
LA.
WIS.
ILL.
MICH.
IND.
OHIO
KY.
TENN.
MISS.
ALA.
GA.
FLA.
S. C.
N. C.
VA.
W. VA.
PA.
N. Y.
MD.
DEL.
N. J.
MASS.
CONN.
R. I.
VT.
N. H.
MAINE
Pacific
+9
Mountain
+9
West North Central
+11
West South Central
+8
East North Central
+12
Middle Atlantic
+14
New England
+12
East South Central
+9
South Atlantic
+11
0 100 200 MILES
UNITED STATES +11
U. S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS-GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
MAY 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	May 1966 from—		5 months 1966 from 5 months 1965	May 1966 from—						
	May 1965	April 1966		May 1965	April 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+13	+2	+11	+7	+1	0.9	0.5	0.5	0.9	0.3
New England	+9	+2	+12	+5	+2	4	2	2	4	1
Middle Atlantic	+19	+4	+14	+12	+2	2	1	1	1	1
East North Central	+14	+4	+12	+6	+1	2	1	1	2	1
West North Central	+8	+1	+11	+9	+1	3	2	2	2	1
South Atlantic	+11	+1	+11	+11	+3	3	1	1	2	1
East South Central	+8	+1	+9	*+4	-1	3	2	3	*12	1
West South Central	+9	+1	+8	+3	-4	3	2	2	2	1
Mountain	+15	+3	+9	+2	0	4	2	3	4	1
Pacific	+10	0	+9	+5	+1	3	1	2	2	1
Automotive equipment, tire, tubes	+3	+1	+4	+2	0	3	2	3	3	1
New England	(X)	-1	(X)	(X)	+1	-	4	-	-	1
Middle Atlantic	(X)	0	+1	+2	-1	-	4	6	7	1
East North Central	-3	+2	+2	-5	0	8	3	6	7	1
West North Central	-6	+3	+12	-6	-1	9	3	7	8	1
South Atlantic	-2	-5	+1	+17	-1	7	3	3	7	2
East South Central	(X)	+7	-1	(X)	-2	-	3	7	-	2
West South Central	(X)	0	+11	(X)	(X)	-	4	9	-	-
Mountain	(X)	(X)	+6	(X)	0	-	-	8	-	1
Pacific	+6	0	+9	+6	+3	9	2	6	9	2
Electrical supplies, apparatus	+19	+6	+14	+10	+3	3	2	2	2	1
New England	(X)	(X)	+8	(X)	(X)	-	-	8	-	-
Middle Atlantic	+20	+9	+16	+4	+2	9	4	6	5	1
East North Central	+27	+4	+13	+17	+3	5	4	3	4	1
West North Central	(X)	+14	+16	(X)	+6	-	4	3	-	2
South Atlantic	(X)	+8	+19	+13	+8	-	4	5	5	2
East South Central	(X)	(X)	+17	-1	-2	-	-	7	8	2
West South Central	(X)	+1	+4	+11	0	-	4	6	8	2
Mountain	(X)	+11	+11	(X)	+5	-	4	4	-	3
Pacific	+23	+7	+18	+5	+2	7	3	6	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+16	-7	+18	+5	+2	3	2	2	2	1
New England	(X)	-9	+23	(X)	+4	-	3	6	-	3
Middle Atlantic	+20	-5	+16	+9	+4	7	4	4	7	
East North Central	+22	-12	+25	+11	+3	8	3	5	7	
West North Central	(X)	-4	+21	(X)	(X)	-	4	4	-	
South Atlantic	(X)	-4	+20	(X)	(X)	-	5	5	-	-
East South Central	(X)	-1	+17	(X)	+2	-	6	8	-	2
West South Central	(X)	+4	+16	(X)	(X)	-	4	8	-	-
Pacific	0	-12	+14	-1	+2	8	3	4	8	2
Furniture, home furnishings, total	+12	-1	+10	+5	+2	3	2	2	3	1
New England	(X)	-13	+2	(X)	(X)	-	6	9	-	-
Middle Atlantic	+5	+2	+10	(X)	(X)	7	4	4	-	-
East North Central	+15	-5	+19	+11	+5	9	5	7	7	1
West North Central	(X)	+2	+14	(X)	-2	-	4	8	-	2
South Atlantic	(X)	-2	+10	+19	+1	-	5	5	9	2
West South Central	(X)	(X)	+16	(X)	+2	-	-	5	-	2
Pacific	+11	-11	+4	-1	-1	9	3	7	8	1
Hardware	+13	-1	+12	+4	+1	3	1	2	2	1
New England	(X)	+2	+8	(X)	-3	-	4	8	-	1
Middle Atlantic	(X)	+1	+16	(X)	+1	-	5	4	-	1
East North Central	+20	-6	+16	+11	+5	5	2	3	5	1
West North Central	+2	-5	+5	+4	0	9	4	6	7	1
South Atlantic	+8	0	+11	(X)	(X)	8	4	4	-	-
East South Central	+13	-3	+12	+9	0	5	2	3	4	1
West South Central	+5	-3	+5	-5	+2	7	3	5	7	1
Mountain	(X)	0	+5	+5	+5	-	4	4	8	2
Pacific	+18	+4	+20	+1	+2	6	4	4	7	1
Plumbing and heating equipment, supplies	+11	+3	+14	+7	+5	2	1	2	2	1
New England	(X)	+9	+13	(X)	0	-	5	7	-	1
Middle Atlantic	+13	+8	+18	+7	+6	7	4	5	5	1
East North Central	+8	+1	+18	+19	+7	8	3	3	6	1
West North Central	(X)	+3	+21	+5	+6	-	5	5	7	2
South Atlantic	+13	-2	+12	+3	(X)	8	4	4	8	-
East South Central	(X)	-7	+17	(X)	0	-	5	8	-	1
West South Central	(X)	(X)	+9	(X)	+2	-	-	7	-	2
Mountain	(X)	+16	(X)	(X)	-2	-	6	-	-	2
Pacific	(X)	(X)	+3	-2	+4	-	-	3	7	1
Lumber, construction materials, total	+9	+6	+8	+2	+5	3	2	2	3	1
New England	(X)	+9	+21	(X)	+3	-	6	7	-	2
Middle Atlantic	(X)	+3	+6	+1	+7	-	3	6	6	2
East North Central	+8	+9	+17	-11	-3	8	4	5	6	1
West North Central	(X)	(X)	+12	+16	+13	-	-	7	7	2
South Atlantic	+14	+4	+7	(X)	(X)	9	4	5	-	-
East South Central	(X)	+7	(X)	(X)	-5	-	5	-	-	3
West South Central	(X)	-3	+3	(X)	+5	-	6	9	-	1
Mountain	(X)	(X)	-8	(X)	(X)	-	-	9	-	-
Pacific	+16	+7	+4	+7	+2	8	3	5	7	2

See footnotes at end of table.

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS-GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS MAY 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	May 1966 from—		5 months 1966 from 5 months 1965	May 1966 from—						
	May 1965	April 1966		May 1965	April 1966					
	A	B	C	D	E	A	B	C	D	E
Industrial machinery, equip. supplies dist.	+25	+4	+17	+9	+3	4	2	4	3	1
Middle Atlantic	(X)	+8	+9	0	+14	-	5	8	7	2
East North Central	(X)	+2	+27	+7	-2	-	4	5	7	1
West South Central	+14	0	+7	+4	-2	8	4	5	6	1
Mountain	(X)	-12	(X)	-2	0	-	6	-	9	2
Pacific	(X)	+13	+19	(X)	+5	-	6	7	-	1
General-line grocery wholesalers	+11	+3	+9	+5	0	2	1	1	2	1
New England	(X)	-2	+10	(X)	0	-	3	7	-	2
Middle Atlantic	+22	+2	+15	+16	0	6	2	2	6	1
East North Central	+14	+6	+10	+8	-3	4	1	3	4	1
West North Central	+9	+5	+8	+5	+4	4	1	3	6	1
South Atlantic	+21	+7	+10	+2	+1	7	3	3	8	1
East South Central	(X)	-1	+7	(X)	+1	-	6	5	-	2
West South Central	+12	-1	+11	+7	+1	5	2	2	6	2
Mountain	(X)	(X)	+8	(X)	(X)	4	1	1	4	1
Pacific	+1	+1	+1	0	-1	4	1	1	2	1
Specialty-line grocery wholesalers	+9	+8	+6	+11	+1	3	1	4	4	1
New England	(X)	+7	(X)	(X)	-2	-	6	-	-	4
Middle Atlantic	+13	+14	+3	(X)	(X)	8	3	7	-	-
East North Central	+9	+5	+6	+1	-3	7	2	3	7	2
West North Central	(X)	+13	(X)	(X)	+6	-	3	-	-	1
South Atlantic	(X)	+7	+9	(X)	-2	-	4	8	-	3
East South Central	(X)	+1	(X)	(X)	-2	-	3	-	-	5
West South Central	(X)	-2	+6	(X)	-3	-	4	5	-	2
Mountain	(X)	-1	(X)	(X)	-3	-	4	-	-	2
Pacific	+8	+5	0	(X)	+8	9	5	7	-	3
Fresh fruit, vegetable wholesalers	-9	+6	-4	+3	-4	4	2	2	4	2
New England	(X)	-2	-1	(X)	(X)	-	6	6	-	-
Middle Atlantic	+1	+8	+1	(X)	+3	8	5	4	-	5
East North Central	-5	+10	-4	(X)	+3	9	5	4	-	3
West North Central	(X)	+6	-2	+2	-4	-	4	8	8	1
South Atlantic	(X)	(X)	-4	(X)	-3	7	-	5	-	4
East South Central	(X)	(X)	+5	(X)	(X)	-	4	5	-	-
West South Central	(X)	-1	-3	(X)	-10	-	4	4	-	5
Pacific	(X)	+13	-5	(X)	-5	-	5	7	-	4
Drug wholesalers (general and specialty lines)	+12	-1	+11	+5	-3	3	1	2	2	1
New England	(X)	-2	(X)	(X)	(X)	-	3	-	-	-
Middle Atlantic	+7	-6	+11	+2	-1	6	3	3	7	1
East North Central	+14	0	+9	+5	+1	5	3	3	6	1
West North Central	(X)	-1	+18	(X)	-1	-	3	6	-	2
South Atlantic	+11	0	+8	+5	-1	6	3	3	5	1
East South Central	+9	-7	+8	(X)	+2	9	2	4	-	1
West South Central	+6	-3	+5	+3	-4	6	2	2	5	1
Pacific	+17	+8	+15	+5	-2	5	2	3	5	1
Tobacco distributors	+6	+3	+4	+1	+2	2	1	1	3	1
New England	-1	+2	+6	(X)	(X)	9	3	6	-	2
Middle Atlantic	+2	+2	+3	(X)	(X)	6	2	3	-	-
East North Central	+9	+5	+6	+1	+2	6	2	3	7	2
West North Central	+9	+6	+6	+11	-3	9	2	6	9	2
South Atlantic	+9	+2	+7	+1	+2	7	1	4	8	2
East South Central	(X)	+1	(X)	(X)	+1	-	3	-	-	2
West South Central	+10	+5	+5	(X)	(X)	9	2	6	-	-
Mountain	(X)	(X)	0	(X)	+4	-	-	6	-	2
Pacific	+1	+2	-3	(X)	(X)	8	2	3	-	-
Dry goods, apparel wholesalers	+10	0	+10	(X)	(X)	3	2	2	-	-
New England	(X)	-2	+20	(X)	(X)	-	5	7	-	-
Middle Atlantic	+14	+1	+8	(X)	(X)	4	2	3	5	-
East North Central	(X)	-3	+10	+10	+4	-	6	9	9	3
South Atlantic	(X)	(X)	+13	(X)	(X)	-	-	9	-	-
West South Central	(X)	-2	+15	(X)	(X)	-	5	7	-	-
Pacific	(X)	-5	+6	(X)	(X)	-	5	9	-	-

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map page 5.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 11).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 6 and 7. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 will be derived from the new sample (see item 6. Estimating Procedures).

Some users may have a more immediate need for comparative data for prior years. Upon completion of the April survey, the Bureau will prepare, on the basis of the relationship between the new and old sample data for the first 4 months of 1965, a preliminary series for 1964 and 1965 for each kind-of-business group. These data will be available upon request.

4. Currently Published Data

Sales.--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.

Table 1 shows monthly dollar volume estimates, both unadjusted and adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. In addition, unadjusted monthly dollar volume estimates of sales for 39 individual kinds of business are included. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 1. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 5 shows sales trends by geographic divisions for 14 kinds of business and for all kinds of business combined.

Table 6.--COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales			Kind of business	Sales		
	New sample	Old sample	Percent change		New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9	NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	13,762	13,153	4.6	TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
DURABLE GOODS, TOTAL	6,544	6,127	6.8	Groceries and related products, total	3,069	2,963	3.6
Motor vehicles, automotive equipment, total	967	887	9.0	General-line groceries	1,202	1,109	8.4
Automobiles, other motor vehicles	389	333	16.8	Specialty-line groceries	799	838	-4.7
Automotive equipment, tires, tubes	578	554	4.3	Confectionery	93	74	25.7
				Poultry, poultry products	144	131	9.9
Electrical goods, total	1,052	929	13.2	Fresh fruits, vegetables	252	272	-7.4
Electrical supplies, apparatus	412	367	12.3				
Electrical appliances, TV, radio sets, electronic parts, equipment	640	562	13.9	Beer, wine, distilled alcoholic bev., total	619	618	0.2
				Beer	276	231	19.5
Furniture, home furnishings, total	r281	259	8.5	Wine, distilled spirits	343	387	-11.4
Home furnishings, floor coverings	186	182	2.2				
				Drugs, chemicals, allied products, total	607	577	5.2
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0	Drugs, drug proprietaries, sundries	360	341	5.6
Hardware	234	225	4.0	Paints, varnishes	31	27	14.8
Plumbing and heating equipment, supplies	316	310	1.9	Other chemicals, allied products	216	209	3.3
Air conditioning, refrigeration equipment supplies	71	68	4.4				
				Tobacco, tobacco products	397	383	3.7
Lumber, construction materials, total	685	560	22.3				
Lumber, millwork	472	376	25.5	Dry goods, apparel, total	686	664	3.3
Construction materials	213	184	15.8	Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
				Dry goods, notions	248	253	-2.0
Machinery, equipment, supplies, total	1,684	1,687	-0.2				
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9	Paper, paper products, excluding wallpaper, total	463	446	3.8
Construction machinery, equipment	223	226	-1.3	Paper	348	375	-7.2
Industrial machinery, equipment, supplies	817	857	-4.7				
Professional equipment, supplies	198	174	13.8	Farm products (raw materials), total	1,256	1,160	8.3
Service-establishment equipment, supplies	139	131	6.1	Grain	802	709	13.1
Metals, metalwork (except scrap), total	720	713	1.0	Other nondurable goods, total	1,377	1,373	0.3
				Amusement, sporting goods	197	134	47.0
Scrap, waste materials, total	412	403	2.2	Books, magazines, newspapers	96	94	2.1
Iron, steel scrap	230	248	-7.3	Coal	60	74	-18.9
Waste materials	182	155	17.4	Farm supplies	237	221	7.2

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.
r Revised.

Table 7.--COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excluding farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	454	469	-3.2	98	105	-6.7
Paper	317	374	-15.2	91	100	-9.0

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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.

Table 2 shows monthly dollar volume estimates of inventories both unadjusted and adjusted for seasonal variation for summary totals and nine kind-of-business groups. In addition, unadjusted data are shown for 11 individual kinds of business. Adjusted data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 2. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 5 shows inventory trends by geographic division for selected kinds of business.

Current month to previous month inventory trends are based on unadjusted dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 4.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios, unadjusted and adjusted, for the kinds of business for which inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 9 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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 stocksales ratios shown in this report.

1966 estimates

The January 1966 "composite" estimate for the new series is a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month data in the February 1966 survey. The February 1966 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.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With only few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 7 and 8. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago 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" estimates. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 16 percent of the total sales and 29 percent of total inventories where 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.005 to 1.029.

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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	--	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	--	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5.2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	-	-
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 9.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Seasonal and trading day adjustment factors for sales																								
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials).....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
Seasonal adjustment factors for inventories																								
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials).....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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.

Serivice-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 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 distrubution 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—billiard 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:

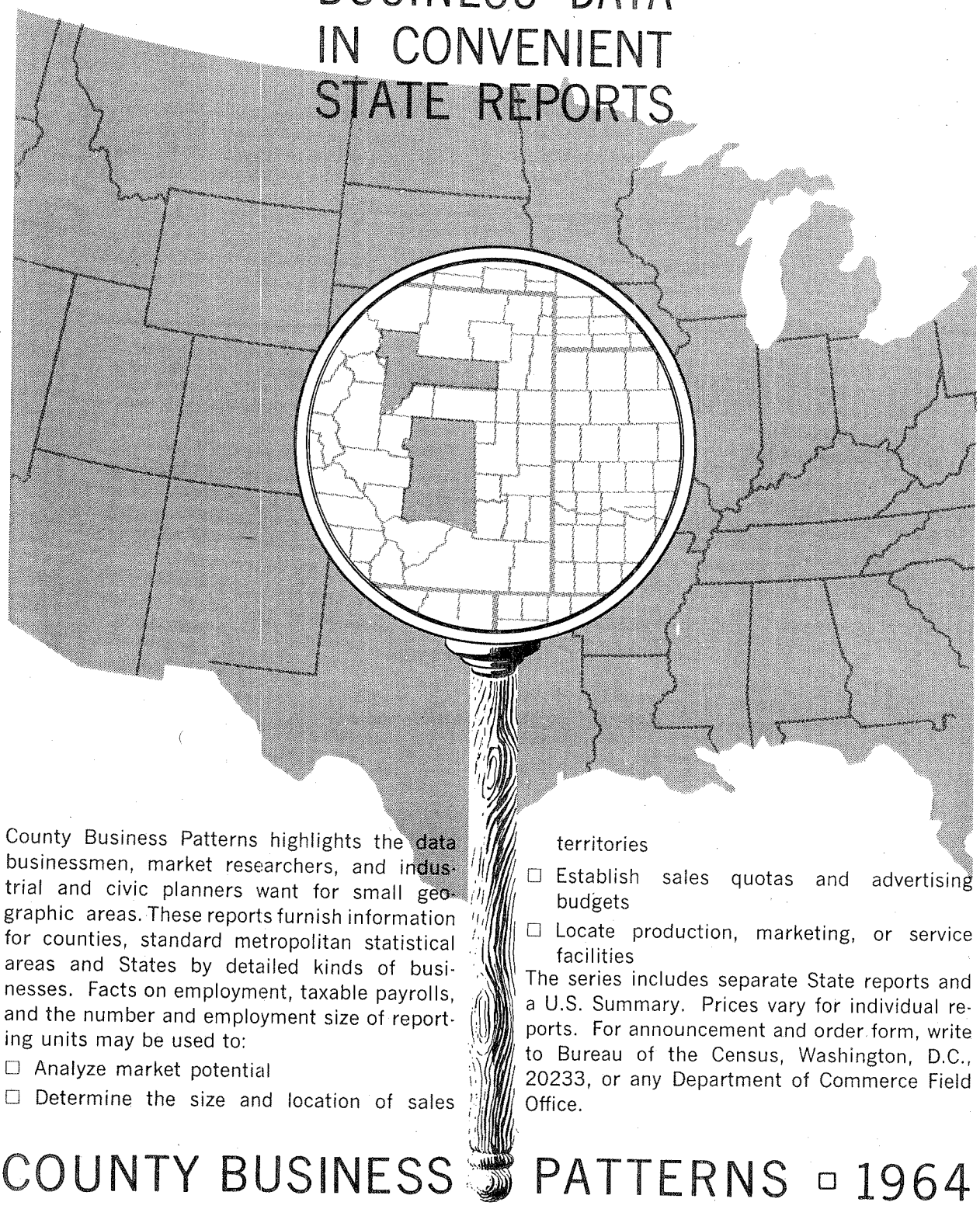
Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

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.

SMALL-AREA BUSINESS DATA IN CONVENIENT STATE REPORTS



County Business Patterns highlights the data businessmen, market researchers, and industrial and civic planners want for small geographic areas. These reports furnish information for counties, standard metropolitan statistical areas and States by detailed kinds of businesses. Facts on employment, taxable payrolls, and the number and employment size of reporting units may be used to:

- ☐ Analyze market potential
- ☐ Determine the size and location of sales territories
- ☐ Establish sales quotas and advertising budgets
- ☐ Locate production, marketing, or service facilities

The series includes separate State reports and a U.S. Summary. Prices vary for individual reports. For announcement and order form, write to Bureau of the Census, Washington, D.C., 20233, or any Department of Commerce Field Office.

COUNTY BUSINESS PATTERNS ▫ 1964

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business—for all 3-digit SIC industries and for selected 4-digit SIC industries—by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are—

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

MONTHLY WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary

BUREAU OF THE CENSUS
A. Ross Eckler, Director

JUNE 1966

BW-66-6

SALES AND INVENTORIES

FOR RELEASE
August 17, 1966[1]

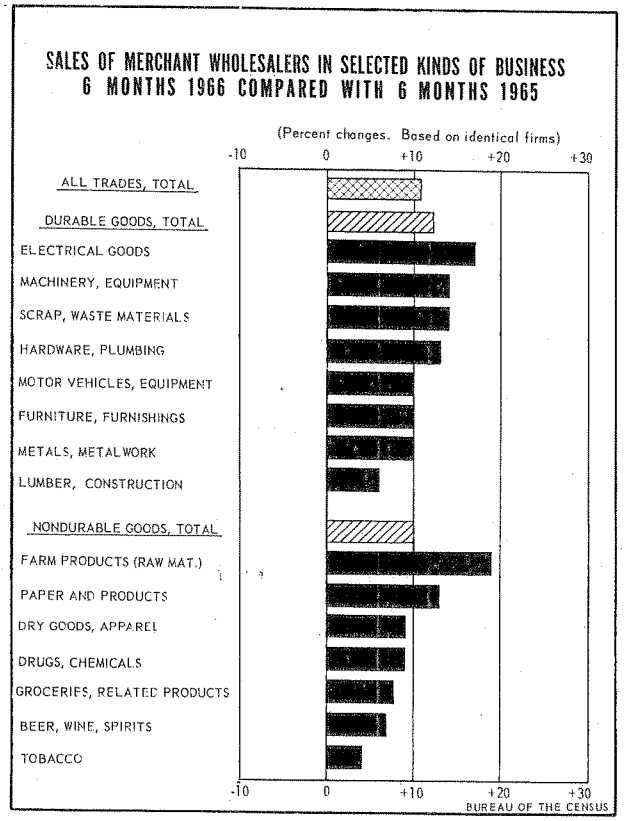
SALES

June 1966 sales of merchant wholesalers, estimated at $17.9 billion, were up 6 percent over the previous month level and 10 percent above June sales a year ago. Cumulative sales for the first 6 months of 1966 totaled $99.6 billion, an increase of 11 percent over the similar period in 1965.

After adjustment for seasonal variations and trading day differences, but not for price changes, June sales amounted to $17.5 billion, 3 percent above the May 1966 level and 10 percent above June 1965. Adjusted sales in the durable goods trades were little changed from the previous month level but were 10 percent above June 1965; adjusted nondurable goods sales were 6 percent above the previous month and 11 percent above June 1965.

Based on the adjusted data, most trade groups showed gains over previous month sales levels, with the larger gains reported in beer, wine, spirits (10%), dry goods, apparel (7%), farm products--raw materials (7%), groceries, related products (6%), and tobacco, tobacco products (6%). The sharpest decline from previous month sales was registered in furniture, home furnishings (-3%).

A comparison of adjusted sales for June 1966 with those for June 1965 showed increases in all trade groups. Among the trades reporting the larger gains over year-ago sales levels were jewelry (32%), farm products--raw materials (20%), electrical goods (19%), metals, metalwork (14%), and paper, paper products (14%).



INVENTORIES

Total inventories of merchant wholesalers were valued at $19.0 billion at the end of June. After adjustment for seasonal variations, June inventories remained virtually unchanged from the previous month level but were 8 percent above a year ago. Stocks in the durable goods trades, after adjustment, were little changed from the previous month level but were 8 percent above a year ago. Adjusted nondurable goods stocks decreased slightly (-1%) during June but were 9 percent above a year ago.

Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. The larger changes were reported in scrap, waste materials (down 5%) and farm products--raw materials (down 5%). Changes from year-ago stock levels were more substantial, however, with all trade groups registering gains. The larger increases were reported in farm products--raw materials (15%), motor vehicles, automotive equipment (12%), furniture, home furnishings (12%), machinery, equipment, supplies (10%), and drugs, chemicals, allied products (10%).

The sample on which these data are based has been revised effective with the February publication. The new sample was drawn from 1963 Census of Business lists of merchant wholesalers, supplemented by Social Security Administration records of business births since 1963. While the revised sample is similar in design to the previous sample, which was based on the 1958 Census of Business, data developed from the new sample are not comparable with data previously published in this series. These differences are due, in part, to sampling error, and, in part, to changes in the kind-of-business classification of individual firms between Census years. To provide comparative data for the new series, each month during 1966 trend comparisons for the comparable month of 1965 will be derived from the new sample based on data for identical firms (see tables 4 and 5). A detailed description of the sample design and of the differences between the old and new samples is included on pages 8 and 9.

[1] An advance release of June 1966 data was issued on August 8, 1966.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted							Adjusted[1]					
	January	February	March	April	May	June[2]	Total 6 months 1966	January	February	March	April	May	June[2]
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,930	99,556	16,981	16,779	17,334	16,966	16,880	17,461
TOTAL (exc. farm products, raw materials)	13,762	13,905	16,608	15,559	15,702	16,726	92,262	15,550	15,508	16,044	15,710	15,563	16,058
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,180	44,984	7,563	7,538	7,887	7,718	7,601	7,634
Motor vehicles, automotive equipment, total	967	1,004	1,233	1,133	1,151	1,207	6,695	1,106	1,139	1,205	1,099	1,137	1,115
Automobiles, other motor vehicles	389	411	546	465	479	482	2,772	-	-	-	-	-	-
Automotive equipment, tires, tubes	578	593	687	669	672	725	3,924	-	-	-	-	-	-
Electrical goods, total	1,052	1,022	1,140	1,084	1,071	1,194	6,563	1,195	1,132	1,139	1,190	1,162	1,155
Electrical supplies, apparatus	412	425	482	491	523	554	2,887	-	-	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	658	593	548	640	3,676	-	-	-	-	-	-
Furniture, home furnishings, total	281	296	382	371	359	363	2,052	322	330	358	382	364	367
Home furnishings, floor coverings	186	206	271	267	244	250	1,424	-	-	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	621	638	761	772	770	841	4,403	767	761	794	778	750	763
Hardware	234	251	294	282	279	302	1,642	-	-	-	-	-	-
Plumbing and heating equipment, supplies	316	319	378	391	394	425	2,223	-	-	-	-	-	-
Air conditioning, refrigeration equipment, supplies	71	69	89	99	96	115	539	-	-	-	-	-	-
Lumber, construction materials, total	685	672	840	869	910	955	4,931	873	836	856	877	850	857
Lumber, millwork	472	459	564	562	604	621	3,282	-	-	-	-	-	-
Construction materials	213	213	276	306	306	333	1,647	-	-	-	-	-	-
Machinery, equipment, supplies, total	1,684	1,752	2,171	2,069	2,015	2,118	11,809	1,901	1,969	2,033	1,975	1,922	1,938
Commercial, industrial machinery, equip.	1,185	1,237	1,517	1,445	1,430	1,498	8,312	-	-	-	-	-	-
Construction machinery, equipment	223	268	333	334	319	331	1,808	-	-	-	-	-	-
Industrial machinery, equipment, supplies	817	822	1,011	955	952	1,003	5,560	-	-	-	-	-	-
Professional equipment, supplies	198	195	233	214	217	254	1,311	-	-	-	-	-	-
Service-establishment equipment, supplies	139	135	155	147	149	158	883	-	-	-	-	-	-
Metals, metalwork (except scrap), total	720	729	913	843	863	900	4,968	808	792	846	813	808	830
Iron, steel, and products	529	530	638	610	631	645	3,583	-	-	-	-	-	-
Nonferrous metals	191	199	274	233	233	254	1,384	-	-	-	-	-	-
Scrap, waste materials, total	412	381	498	471	469	470	2,701	431	397	457	448	454	453
Iron, steel scrap	230	204	278	253	258	257	1,480	-	-	-	-	-	-
Waste materials	182	177	220	218	210	213	1,220	-	-	-	-	-	-
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,750	54,571	9,418	9,241	9,447	9,248	9,279	9,827
TOTAL (exc. farm products, raw materials)	7,218	7,251	8,499	7,804	7,959	8,546	47,277	7,987	7,970	8,157	7,992	7,962	8,4
Groceries and related products, total	3,069	3,010	3,463	3,173	3,291	3,550	19,556	3,286	3,276	3,333	3,282	3,272	3,45
General-line groceries	1,202	1,141	1,272	1,206	1,217	1,339	7,377	-	-	-	-	-	-
Specialty-line groceries	799	818	940	830	881	906	5,174	-	-	-	-	-	-
Confectionery	93	90	108	91	91	95	568	-	-	-	-	-	-
Meat, meat products	579	538	658	592	631	677	3,675	-	-	-	-	-	-
Poultry, poultry products	144	156	176	159	156	172	963	-	-	-	-	-	-
Fresh fruits, vegetables	252	267	309	296	317	362	1,803	-	-	-	-	-	-
Beer, wine, distilled alcoholic, total	619	661	815	762	827	924	4,608	812	826	810	806	806	890
Beer	276	284	339	336	379	460	2,074	-	-	-	-	-	-
Wine, distilled spirits	343	377	477	426	448	465	2,536	-	-	-	-	-	-
Drugs, chemicals, allied products, total	607	580	688	630	635	656	3,796	650	641	650	639	637	635
Drugs, drug proprietaries, sundries	360	333	391	361	357	369	2,171	-	-	-	-	-	-
Paints, varnishes	31	34	41	39	42	43	230	-	-	-	-	-	-
Other chemicals, allied products	216	213	256	229	236	244	1,394	-	-	-	-	-	-
Tobacco, tobacco products	397	386	438	408	424	474	2,527	447	438	438	424	424	451
Dry goods, apparel, total	686	702	857	750	751	847	4,593	817	745	795	774	798	852
Apparel and accessories, hosiery, lingerie, footwear	299	318	399	326	311	374	2,027	-	-	-	-	-	-
Dry goods, notions	248	255	312	281	298	321	1,715	-	-	-	-	-	-
Paper, paper products, excluding wallpaper, total	463	453	550	503	526	554	3,049	498	496	531	513	527	541
Paper	348	342	419	390	408	436	2,343	-	-	-	-	-	-
Farm products (raw materials), total	1,256	1,155	1,289	1,131	1,259	1,204	7,294	1,431	1,271	1,290	1,256	1,317	1,403
Grain	802	718	856	771	908	873	4,928	-	-	-	-	-	-
Other nondurable goods, total	1,377	1,459	1,688	1,576	1,506	1,539	9,145	1,477	1,547	1,600	1,555	1,498	1,600
Amusement, sporting goods	197	194	217	222	215	248	1,293	-	-	-	-	-	-
Books, magazines, newspapers	96	98	113	101	99	109	616	-	-	-	-	-	-
Farm supplies	237	276	368	335	319	285	1,820	-	-	-	-	-	-

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 and minor revisions.

[1]Adjusted for seasonal variations and for trading day differences. Adjusted data not available for all kinds of business, only for the summary kinds of business shown.

[2]Preliminary estimate. See page 10, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars)

Kind of business	Unadjusted						Adjusted[1]					
	January	February	March	April	May	June[2]	January	February	March	April	May	June[2]
MERCHANT WHOLESALERS, TOTAL	18,213	18,508	18,861	18,949	19,028	18,967	18,231	18,580	18,881	19,008	19,149	19,068
TOTAL (excluding farm products, raw materials)	16,619	16,990	17,457	17,638	17,829	17,875	16,920	17,257	17,538	17,593	17,667	17,655
DURABLE GOODS, TOTAL	10,351	10,661	11,048	11,284	11,420	11,468	10,571	10,809	10,995	11,209	11,239	11,232
Motor vehicles, automotive equipment, total	1,841	1,936	2,057	2,057	2,012	2,037	1,863	1,940	2,017	2,055	1,970	1,976
Automotive equipment, tires, tubes	1,387	1,453	1,528	1,522	1,471	1,506	-	-	-	-	-	-
Electrical goods, total	1,473	1,478	1,518	1,539	1,622	1,631	1,525	1,497	1,545	1,544	1,593	1,572
Electrical supplies, apparatus	597	605	607	618	658	644	-	-	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	910	921	964	987	-	-	-	-	-	-
Hardware, plumbing, heating equip., supplies, total	1,221	1,264	1,306	1,329	1,383	1,374	1,271	1,274	1,275	1,306	1,344	1,323
Hardware	506	518	529	531	549	546	-	-	-	-	-	-
Plumbing and heating equipment, supplies	602	631	656	666	702	693	-	-	-	-	-	-
Machinery, equipment, supplies, total	2,867	2,983	3,131	3,212	3,186	3,213	2,893	3,038	3,131	3,193	3,133	3,175
Industrial machinery, equipment, supplies	1,148	1,219	1,265	1,310	1,303	1,311	-	-	-	-	-	-
Metals, metalwork (except scrap), total	1,248	1,211	1,223	1,277	1,298	1,293	1,253	1,223	1,235	1,268	1,292	1,300
Iron, steel, and products	1,093	1,063	1,052	1,114	1,140	1,145	-	-	-	-	-	-
NONDURABLE GOODS, TOTAL	7,862	7,847	7,813	7,665	7,608	7,499	7,660	7,771	7,886	7,800	7,910	7,836
TOTAL (excluding farm products, raw materials)	6,268	6,330	6,410	6,354	6,409	6,407	6,349	6,448	6,543	6,384	6,428	6,423
Groceries and related products, total	1,812	1,863	1,847	1,846	1,859	1,868	1,807	1,857	1,840	1,843	1,852	1,894
General-line groceries	910	935	953	940	931	913	-	-	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	746	731	788	760	835	805	785	809	831	762	824	808
Wine, distilled spirits	564	544	588	563	625	600	-	-	-	-	-	-
Drugs, chemicals, allied products, total	756	741	772	771	781	781	768	758	777	760	783	791
Drugs, drug proprietaries, druggists' sundries	521	505	524	524	525	527	-	-	-	-	-	-
Paper, paper products (excluding wallpaper), total	454	478	518	515	520	527	467	501	524	500	522	521
Paper	317	337	367	362	362	370	-	-	-	-	-	-

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent)

Kind of business	Unadjusted						Adjusted[1]					
	January	February	March	April	May	June[2]	January	February	March	April	May	June[2]
MERCHANT WHOLESALERS, TOTAL	121	123	105	114	112	106	107	111	109	112	113	109
TOTAL (excluding farm products, raw materials)	121	122	105	113	113	107	109	111	109	112	114	110
DURABLE GOODS, TOTAL	158	160	136	145	147	140	140	143	139	145	148	147
Motor vehicles, automotive equipment, total	190	193	167	182	175	169	168	170	167	187	173	177
Automotive equipment, tires, tubes	240	245	222	228	219	208	-	-	-	-	-	-
Electrical goods, total	140	145	133	142	151	137	128	132	136	130	137	136
Electrical supplies, apparatus	145	142	126	126	126	116	-	-	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	138	155	176	154	-	-	-	-	-	-
Hardware, plumbing, heating equip., supplies, total	197	198	172	172	180	163	166	167	161	168	179	173
Hardware	216	206	180	188	197	181	-	-	-	-	-	-
Plumbing and heating equipment, supplies	191	198	174	170	178	163	-	-	-	-	-	-
Machinery, equipment, supplies, total	170	170	144	155	158	152	152	154	154	162	163	164
Industrial machinery, equipment, supplies	141	148	125	137	137	131	-	-	-	-	-	-
Metals, metalwork (except scrap), total	173	166	134	151	150	143	155	154	146	156	160	157
Iron, steel, and products	207	201	165	183	181	178	-	-	-	-	-	-
NONDURABLE GOODS, TOTAL	93	93	80	86	83	77	81	84	83	84	85	80
TOTAL (excluding farm products, raw materials)	87	87	75	81	81	75	79	81	80	80	81	76
Groceries and related products, total	59	62	53	58	56	53	55	57	55	56	56	55
General-line groceries	76	82	75	78	76	68	-	-	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	121	111	97	100	101	87	97	98	103	95	102	91
Wine, distilled spirits	164	144	123	132	140	129	-	-	-	-	-	-
Drugs, chemicals, allied products, total	125	128	112	122	123	119	118	118	120	119	123	125
Drugs, drug proprietaries, druggists' sundries	145	152	134	145	147	143	-	-	-	-	-	-
Paper, paper products, excluding wallpaper, total	98	106	94	102	99	95	94	101	99	98	99	96
Paper	91	99	88	93	89	85	-	-	-	-	-	-

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 and minor revisions.

[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

[2]Preliminary. See page 10, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 4 and 5.

Table 4.--PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: JUNE 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	June 1966 from--		6 months 1966 from 6 months 1965	June 1966 from--		June 1966 from--		June 1966 from--	
	June 1965	May 1966		June 1965	May 1966	June 1965	May 1966	June 1965	May 1966
MERCHANT WHOLESALERS, TOTAL	+10	+6	+11	+8	0	+10	+3	+8	0
TOTAL (excluding farm products, raw materials)	+9	+7	+10	+8	0	+10	+3	+8	0
DURABLE GOODS, TOTAL	+10	+6	+12	+8	0	+10	0	+8	0
Motor vehicles, automotive equipment, total	+9	+5	+10	+12	+1	+9	-2	+12	0
Automobiles, other motor vehicles	+12	+1	+18	+29	-2	-	-	-	-
Automotive equipment, tires, tubes	+7	+8	+5	+7	+2	-	-	-	-
Electrical goods, total	+19	+12	+17	+4	+1	+19	+1	+4	-1
Electrical supplies, apparatus	+20	+6	+15	+6	-2	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+18	+17	+19	+3	+2	-	-	-	-
Furniture, home furnishings, total	+11	+1	+10	+12	+3	+11	-3	+12	0
Furniture-household, office	+10	-2	+8	+12	+4	-	-	-	-
Home furnishings, floor coverings	+11	+3	+11	+11	+2	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+13	+9	+13	+7	-1	+13	+2	+7	-2
Hardware	+16	+8	+13	+8	-1	-	-	-	-
Plumbing and heating equipment, supplies	+7	+8	+13	+3	-1	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+26	+19	r+11	+23	+3	-	-	-	-
Lumber, construction materials, total	-2	+5	r+6	+6	r0	-1	+1	r+7	0
Lumber, millwork	-3	+3	r+7	+6	r0	-	-	-	-
Construction materials	+1	+9	r+4	+7	-1	-	-	-	-
Machinery, equipment, supplies, total	+7	+5	+14	+10	+1	+8	0	+10	+1
Commercial, industrial machinery, equipment, supplies	+6	+5	+15	+10	+2	-	-	-	-
Commercial machines, equipment	+15	+4	+17	+9	-1	-	-	-	-
Construction machinery, equipment	0	+4	r+14	+8	+4	-	-	-	-
Industrial machinery, equipment, supplies	+7	+5	+15	+11	+1	-	-	-	-
Professional equipment, supplies	+20	+17	+14	+16	0	-	-	-	-
Service-establishment equipment, supplies	+12	+6	r+11	+5	+4	-	-	-	-
Metals, metalwork (except scrap), total	+14	+4	+10	+3	0	+14	+3	+3	+1
Iron, steel, and products	+9	+2	+7	+2	0	-	-	-	-
Nonferrous metals	+25	+9	+18	+4	-6	-	-	-	-
Scrap, waste materials, total	+7	0	r+14	+10	-4	+7	0	+9	-5
Iron, steel scrap	+2	0	r+11	+18	0	-	-	-	-
Waste materials	+13	+1	r+17	-2	-9	-	-	-	-
Jewelry	+31	-4	+25	(X)	(X)	+32	+1	(X)	(
NONDURABLE GOODS, TOTAL	+10	+6	+10	+9	-1	+11	+6	+9	-1
TOTAL (excluding farm products, raw materials)	+9	+7	+9	+8	0	+9	+6	+8	0
Groceries and related products, total	+7	+8	+8	+8	0	+7	+6	+8	+2
General-line groceries	+5	+10	+8	+2	-2	-	-	-	-
Specialty-line groceries	+7	+3	+6	+23	+5	-	-	-	-
Confectionery	+9	+5	+8	0	-1	-	-	-	-
Meats, meat products	+11	+7	+17	-4	-2	-	-	-	-
Poultry, poultry products	+13	+10	r+12	-15	-1	-	-	-	-
Fresh fruits, vegetables	+2	+14	-3	0	-1	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+7	+12	+7	+6	-4	+8	+10	+6	-2
Beer	+11	+21	+8	+3	-3	-	-	-	-
Wine, distilled spirits	+3	+4	+7	+7	-4	-	-	-	-
Drugs, chemicals, allied products, total	+7	+3	r+9	+10	0	+7	0	+10	+1
Drugs, drug proprietaries, druggists' sundries	+10	+3	+11	+8	0	-	-	-	-
Paints, varnishes	-2	+3	r+3	+3	+1	-	-	-	-
Other chemicals, allied products	+3	+3	r+6	+18	-1	-	-	-	-
Tobacco, tobacco products	+5	+12	+4	+2	+2	+5	+6	+2	+1
Dry goods, apparel, total	+9	+13	r+9	(X)	(X)	+10	+7	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+14	+20	r+10	+6	+1	-	-	-	-
Dry goods, notions	+5	+8	+9	(X)	(X)	-	-	-	-
Piece goods converters	+5	+9	+7	(X)	(X)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+13	+5	r+13	+8	+1	+14	+3	+8	0
Paper	+12	+7	+12	+9	+2	-	-	-	-
Stationery, office supplies	+15	0	+12	+7	-1	-	-	-	-
Farm products (raw materials), total	+19	-4	r+19	+15	-9	+20	+7	+15	-5
Cotton	-24	-12	-14	(X)	(X)	-	-	-	-
Grain	+34	-4	r+27	(X)	(X)	-	-	-	-
Other nondurable goods, total	+16	+2	+10	+11	+1	+15	+7	+11	-1
Amusement, sporting goods	+33	+15	r+17	+14	0	-	-	-	-
Books, magazines, newspapers	+11	+10	+5	+3	+1	-	-	-	-
Farm supplies	+5	-11	r+3	+5	-3	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate.
rRevised since advance release dated August 8, 1966.
[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

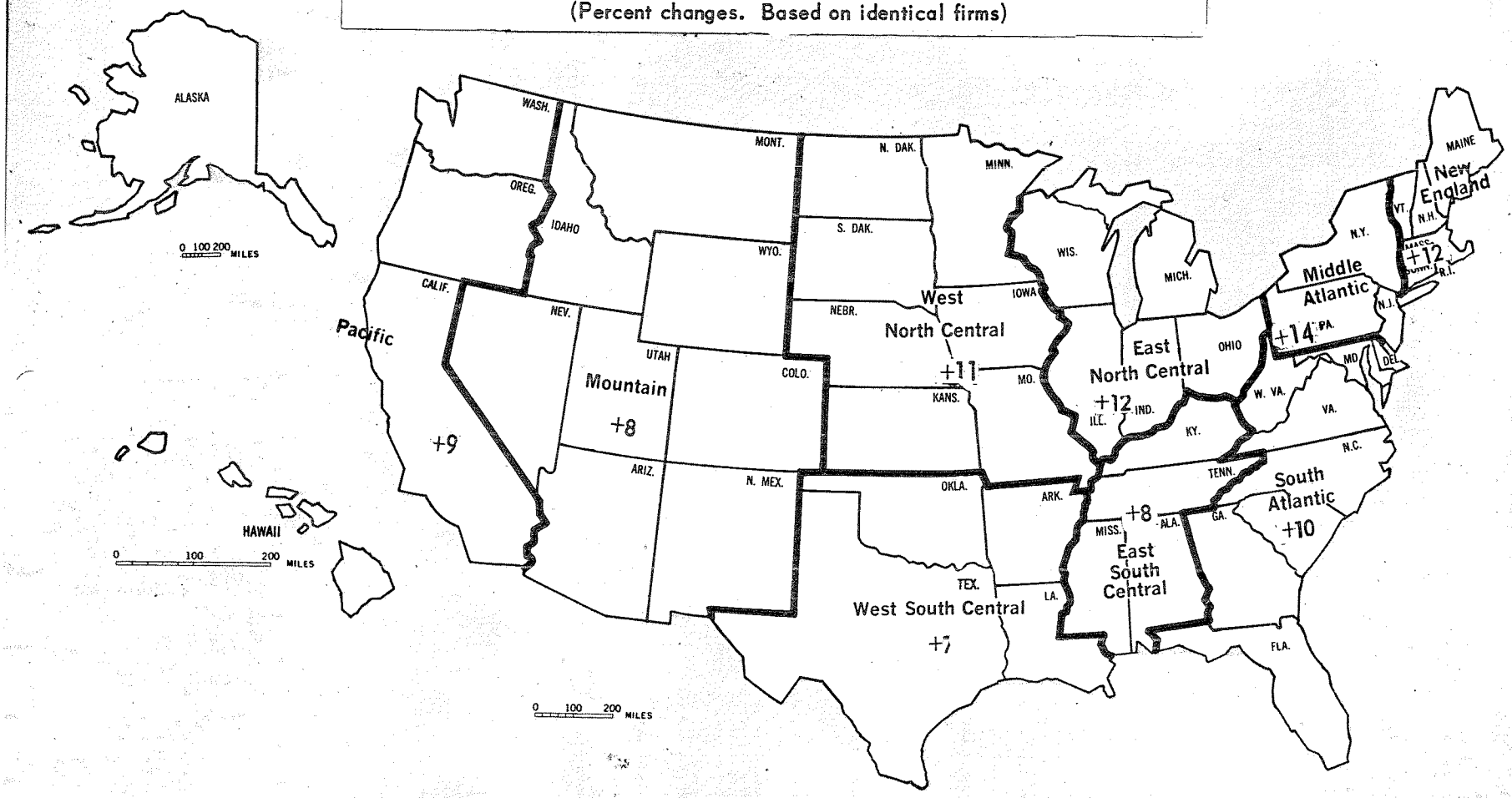
Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes due to births and deaths during the period compared. However, they are believed to represent the changes from a year ago more accurately than if a comparison were made between the new series and the same month a year ago in the old series.

UNITED STATES, BY GEOGRAPHIC DIVISION

SALES OF MERCHANT WHOLESALERS

6 MONTHS 1966 COMPARED WITH 6 MONTHS 1965

(Percent changes. Based on identical firms)



UNITED STATES +11

U. S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
JUNE 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	June 1966 from—		6 months 1966 from 6 months 1965	June 1966 from—						
	June 1965	May 1966		June 1965	May 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+10	+6	+11	+8	0	0.9	0.5	0.5	0.9	0.3
New England	+15	+14	+12	+6	0	4	2	2	4	1
Middle Atlantic	+11	+5	+14	+11	0	2	1	1	1	1
East North Central	+12	+7	+12	+8	0	2	1	1	2	1
West North Central	+10	+4	+11	+13	0	3	2	2	2	1
South Atlantic	+10	+4	+10	+11	0	3	1	1	2	1
East South Central	+5	+5	+8	*0	-3	3	2	2	*12	1
West South Central	+6	+5	+7	+4	0	3	2	2	2	1
Mountain	+6	+6	+8	+2	0	4	2	3	4	1
Pacific	+7	+6	+9	+8	+1	3	1	2	2	1
Automotive equipment, tire, tubes	+7	+8	+5	+7	+2	3	2	2	3	1
New England	(X)	+5	(X)	(X)	-1	-	4	-	-	1
Middle Atlantic	(X)	+4	+1	+9	0	-	4	5	7	1
East North Central	+3	+11	+2	+5	+3	8	3	6	7	1
West North Central	+25	+8	+15	+18	+8	9	3	6	8	1
South Atlantic	+2	+7	+2	+4	+1	7	3	3	7	2
East South Central	-4	+3	-2	-16	-2	-	3	8	-	2
West South Central	+10	+10	+11	+15	+9	-	4	8	-	1
Mountain	+18	+14	+8	+19	-1	-	3	6	-	1
Pacific	+7	+7	+9	-1	0	9	2	5	9	2
Electrical supplies, apparatus	+20	+6	+15	+6	-2	3	2	2	2	1
New England	(X)	(X)	+22	(X)	(X)	-	-	7	-	-
Middle Atlantic	+15	-1	+16	+7	-2	9	4	5	5	1
East North Central	+24	+7	+15	+11	-2	5	4	3	4	1
West North Central	(X)	+3	+15	(X)	-3	-	4	2	-	2
South Atlantic	(X)	+3	+17	+4	-3	-	4	5	5	2
East South Central	(X)	(X)	+16	+5	+2	-	-	7	8	2
West South Central	(X)	+8	+7	+1	-3	-	4	6	8	2
Mountain	(X)	-1	+17	(X)	-1	-	4	3	-	3
Pacific	+19	+6	+19	+6	+2	7	3	6	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+18	+17	+19	+3	+2	3	2	2	2	
New England	(X)	+17	+25	(X)	+17	-	3	7	-	3
Middle Atlantic	+18	+20	+16	+3	+3	7	4	5	7	1
East North Central	+4	+19	+21	-3	+2	8	3	5	7	2
West North Central	(X)	+10	+23	-4	-2	-	4	3	8	2
South Atlantic	(X)	+12	+20	+13	-1	-	5	5	8	2
East South Central	(X)	+22	+19	(X)	+7	-	6	6	-	2
West South Central	(X)	+3	+18	(X)	+2	-	4	7	-	2
Pacific	+14	+19	+14	+7	+1	8	3	4	8	2
Furniture, home furnishings, total	+11	+1	+10	+12	+3	3	2	2	3	1
New England	(X)	(X)	+5	(X)	+5	-	6	8	-	2
Middle Atlantic	+2	+2	+9	+9	+3	7	4	3	6	1
East North Central	+15	-7	+18	+29	0	9	5	7	7	1
West North Central	(X)	(X)	+10	(X)	+4	-	-	8	-	2
South Atlantic	(X)	+9	+13	+12	+5	-	5	4	9	2
West South Central	(X)	(X)	+12	(X)	+8	-	-	4	-	2
Pacific	0	-2	+4	+13	+2	9	3	7	8	1
Hardware	+16	+8	+13	+8	-1	3	1	2	2	1
New England	(X)	+9	+13	(X)	-6	-	4	6	-	1
Middle Atlantic	(X)	+8	+15	(X)	-1	-	5	6	-	1
East North Central	+20	+16	+16	+9	-2	5	2	3	5	1
West North Central	+4	+7	+5	+6	-1	9	4	5	7	1
South Atlantic	+20	-1	+12	+2	+3	8	4	4	8	1
East South Central	+8	+4	+12	+4	-1	5	2	3	4	1
West South Central	+15	+10	+7	+2	+2	7	3	4	7	1
Mountain	(X)	+7	+4	-2	-1	-	4	5	8	2
Pacific	+31	+7	+22	+10	0	6	4	3	7	1
Plumbing and heating equipment, supplies	+7	+8	+13	+3	-1	2	1	2	2	1
New England	(X)	+2	+10	(X)	-1	-	5	6	-	1
Middle Atlantic	-4	+7	+14	-1	-2	7	4	5	5	1
East North Central	+11	+12	+16	+3	0	8	3	3	6	1
West North Central	(X)	+7	+16	-16	-4	-	5	5	7	2
South Atlantic	+3	+6	+10	+7	-3	8	4	3	8	1
East South Central	(X)	+19	+22	(X)	-1	-	5	7	-	1
West South Central	(X)	(X)	+6	(X)	-2	-	-	8	-	2
Mountain	(X)	+6	(X)	(X)	+2	-	6	-	-	2
Pacific	(X)	(X)	+4	+14	+1	-	-	3	7	1

See footnotes at end of table.

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS: JUNE 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	June 1966 from—		6 months 1966 6 months 1965	June 1966 from—						
	June 1965	May 1966		June 1965	May 1966					
	A	B	C	D	E	A	B	C	D	E
Lumber, construction materials, total	-2	+5	+5	+6	0	3	2	2	3	1
New England	(X)	(X)	+20	(X)	+1	-	-	8	-	2
Middle Atlantic	(X)	+4	+4	+8	+3	-	3	8	6	2
East North Central	+10	+9	+16	+6	+1	8	4	6	6	1
West North Central	(X)	+9	+11	+7	-1	-	5	6	7	2
South Atlantic	-3	+4	+5	+1	-2	9	4	4	7	2
East South Central	(X)	(X)	+1	(X)	+2	-	-	9	-	3
West South Central	(X)	-3	0	(X)	+3	-	6	8	-	1
Mountain	(X)	+3	-6	(X)	-3	-	4	9	-	3
Pacific	-12	0	0	+12	-6	8	3	5	7	2
Industrial machinery, equipment supplies distributors	+7	+5	+15	+11	+1	4	2	3	3	1
New England	(X)	(X)	+18	(X)	(X)	-	-	9	-	2
Middle Atlantic	(X)	(X)	+8	+31	-1	-	-	8	7	2
East North Central	(X)	+6	+24	+10	+3	-	4	5	7	1
West South Central	-2	+10	+6	+3	0	8	4	4	6	1
Mountain	(X)	(X)	+3	-8	+5	-	6	9	9	2
Pacific	(X)	+10	+19	(X)	0	-	6	5	-	1
General-line grocery wholesalers	+5	+10	+8	+2	-2	2	1	1	2	1
New England	(X)	+17	+9	(X)	-6	-	3	7	-	2
Middle Atlantic	+11	+6	+14	+5	-1	6	2	2	6	1
East North Central	+8	+21	+10	+2	-3	4	1	3	4	1
West North Central	+2	+5	+7	+5	+3	4	1	3	6	1
South Atlantic	+12	+8	+10	+1	+4	7	3	3	8	1
East South Central	(X)	+3	+6	(X)	(X)	-	6	5	-	-
West South Central	+6	+4	+10	+9	-4	5	2	3	6	2
Mountain	0	+5	+6	-9	-4	4	1	1	4	1
Pacific	+2	+13	+1	-6	0	4	1	1	2	1
Specialty-line grocery wholesalers	+7	+3	+6	+23	+5	3	1	3	4	1
Middle Atlantic	+14	0	+5	+57	+2	8	3	7	7	2
East North Central	+2	+5	+6	+4	+5	7	2	3	7	2
West North Central	(X)	+1	+3	(X)	-6	-	3	9	-	1
South Atlantic	(X)	-3	+8	(X)	-1	-	4	8	-	3
West South Central	(X)	+1	+6	(X)	+4	-	4	6	-	2
Pacific	+5	+2	+1	(X)	(X)	9	5	6	-	-
Fresh fruit, vegetable wholesalers	+2	+14	-3	0	-1	4	2	2	4	2
New England	(X)	(X)	+4	(X)	(X)	-	-	6	-	-
Middle Atlantic	+4	+16	+2	(X)	(X)	8	5	5	-	-
East North Central	+5	+19	-3	(X)	+1	9	5	5	-	3
West North Central	(X)	+16	-4	+3	0	-	4	8	8	1
South Atlantic	+6	0	-2	(X)	-5	7	5	5	-	4
East South Central	(X)	+2	+9	(X)	(X)	-	4	5	-	-
West South Central	(X)	(X)	-3	(X)	(X)	-	-	4	-	-
Mountain	(X)	+11	(X)	(X)	+4	-	6	-	-	3
Pacific	(X)	+13	-6	(X)	0	-	5	7	-	4
Drug wholesalers (general and specialty lines)	+10	+3	+11	+8	0	3	1	2	2	1
New England	(X)	(X)	+19	(X)	-4	-	-	9	-	2
Middle Atlantic	+12	+3	+12	+11	+3	6	3	2	7	1
East North Central	+10	+3	+9	+12	0	5	3	3	6	1
West North Central	(X)	+3	+16	(X)	0	-	3	7	-	2
South Atlantic	+8	+3	+8	+3	0	6	3	3	5	1
East South Central	+10	+1	+8	(X)	-1	9	2	3	-	1
West South Central	+10	0	+6	-2	-5	6	2	2	5	1
Pacific	0	-3	+12	+11	+4	5	2	2	5	1
Tobacco distributors	+5	+12	+4	+2	+2	2	1	2	3	1
New England	+9	+22	+7	(X)	0	9	3	6	-	2
Middle Atlantic	+3	+14	+3	-5	+1	6	2	3	6	1
East North Central	+4	+12	+5	+1	+5	6	2	3	7	2
West North Central	+8	+13	+6	-3	0	9	2	6	9	2
South Atlantic	+2	+3	+6	-2	-1	7	1	4	8	2
East South Central	(X)	+2	(X)	(X)	+6	-	3	-	-	2
West South Central	+7	+2	+6	(X)	-1	9	2	6	-	1
Mountain	(X)	(X)	0	(X)	-1	-	-	6	-	2
Pacific	+12	+24	0	+26	+10	8	2	3	7	2
Dry goods, apparel wholesalers	+9	+13	+10	(X)	(X)	3	2	2	-	-
New England	(X)	(X)	+26	(X)	+13	-	5	6	-	2
Middle Atlantic	+3	+13	+8	(X)	(X)	4	2	2	5	-
East North Central	(X)	+13	+12	+3	+1	-	6	9	9	3
South Atlantic	(X)	(X)	+13	(X)	-10	-	-	9	-	3
West South Central	(X)	+1	+17	(X)	+9	-	5	5	-	2

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map page 5.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 11).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 6 and 7. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 will be derived from the new sample (see item 6. Estimating Procedures).

Some users may have a more immediate need for comparative data for prior years. Upon completion of the April survey, the Bureau will prepare, on the basis of the relationship between the new and old sample data for the first 4 months of 1965, a preliminary series for 1964 and 1965 for each kind-of-business group. These data will be available upon request.

4. Currently Published Data

Sales.--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.

Table 1 shows monthly dollar volume estimates, both unadjusted and adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. In addition, unadjusted monthly dollar volume estimates of sales for 39 individual kinds of business are included. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 1. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 5 shows sales trends by geographic divisions for 14 kinds of business and for all kinds of business combined.

Table 6.--COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales			Kind of business	Sales		
	New sample	Old sample	Percent change		New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9	NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	13,762	13,153	4.6	TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
DURABLE GOODS, TOTAL	6,544	6,127	6.8	Groceries and related products, total	3,069	2,963	3.6
Motor vehicles, automotive equipment, total	967	887	9.0	General-line groceries	1,202	1,109	8.4
Automobiles, other motor vehicles	389	333	16.8	Specialty-line groceries	799	838	-4.7
Automotive equipment, tires, tubes	578	554	4.3	Confectionery	93	74	25.7
Electrical goods, total	1,052	929	13.2	Poultry, poultry products	144	131	9.9
Electrical supplies, apparatus	412	367	12.3	Fresh fruits, vegetables	252	272	-7.4
Electrical appliances, TV, radio sets, electronic parts, equipment	640	562	13.9	Beer, wine, distilled alcoholic bev., total	619	618	0.2
Furniture, home furnishings, total	281	259	8.5	Beer	276	231	19.5
Home furnishings, floor coverings	186	182	2.2	Wine, distilled spirits	343	387	-11.4
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0	Drugs, chemicals, allied products, total	607	577	5.2
Hardware	234	225	4.0	Drugs, drug proprietaries, sundries	360	341	5.6
Plumbing and heating equipment, supplies	316	310	1.9	Paints, varnishes	31	27	14.8
Air conditioning, refrigeration equipment supplies	71	68	4.4	Other chemicals, allied products	216	209	3.3
Lumber, construction materials, total	685	560	22.3	Tobacco, tobacco products	397	383	3.7
Lumber, millwork	472	376	25.5	Dry goods, apparel, total	686	664	3.3
Construction materials	213	184	15.8	Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
Machinery, equipment, supplies, total	1,684	1,687	-0.2	Dry goods, notions	248	253	-2.0
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9	Paper, paper products, excluding wallpaper, total	463	446	3.8
Construction machinery, equipment	223	226	-1.3	Paper	348	375	-7.2
Industrial machinery, equipment, supplies	817	857	-4.7	Farm products (raw materials), total	1,256	1,160	8.3
Professional equipment, supplies	198	174	13.8	Grain	802	709	13.1
Service-establishment equipment, supplies	139	131	6.1	Other nondurable goods, total	1,377	1,373	0.3
Metals, metalwork (except scrap), total	720	713	1.0	Amusement, sporting goods	197	134	47.0
Scrap, waste materials, total	412	403	2.2	Books, magazines, newspapers	96	94	2.1
Iron, steel scrap	230	248	-7.3	Coal	60	74	-18.9
Waste materials	182	155	17.4	Farm supplies	237	221	7.2

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 7.--COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excluding farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	454	469	-3.2	98	105	-6.7
Paper	317	374	-15.2	91	100	-9.0

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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.

Table 2 shows monthly dollar volume estimates of inventories both unadjusted and adjusted for seasonal variation for summary totals and nine kind-of-business groups. In addition, unadjusted data are shown for 11 individual kinds of business. Adjusted data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 4 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in table 2. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 5 shows inventory trends by geographic division for selected kinds of business.

Current month to previous month inventory trends are based on unadjusted dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 4.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios, unadjusted and adjusted, for the kinds of business for which inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 9 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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 stocksales ratios shown in this report.

1966 estimates

The January 1966 "composite" estimate for the new series is a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month data in the February 1966 survey. The February 1966 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 ıe preliminary "composite" estimate.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of usiness and by geographic division for the monthly stimates and ratios developed from the new sample. With only few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 7 and 8. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago 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" estimates. The sampling error of month-to-month ratios based on the final estimates would be somewhat higher than that shown in table 8. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 16 percent of the total sales and 29 percent of total inventories where 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.005 to 1.029.

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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5.2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	-	-
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grains	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 9.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Seasonal and trading day adjustment factors for sales																								
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials).....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	103.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper; paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
Seasonal adjustment factors for inventories																								
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials).....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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.

Serivice-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 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 distrubution 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—billiard 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:

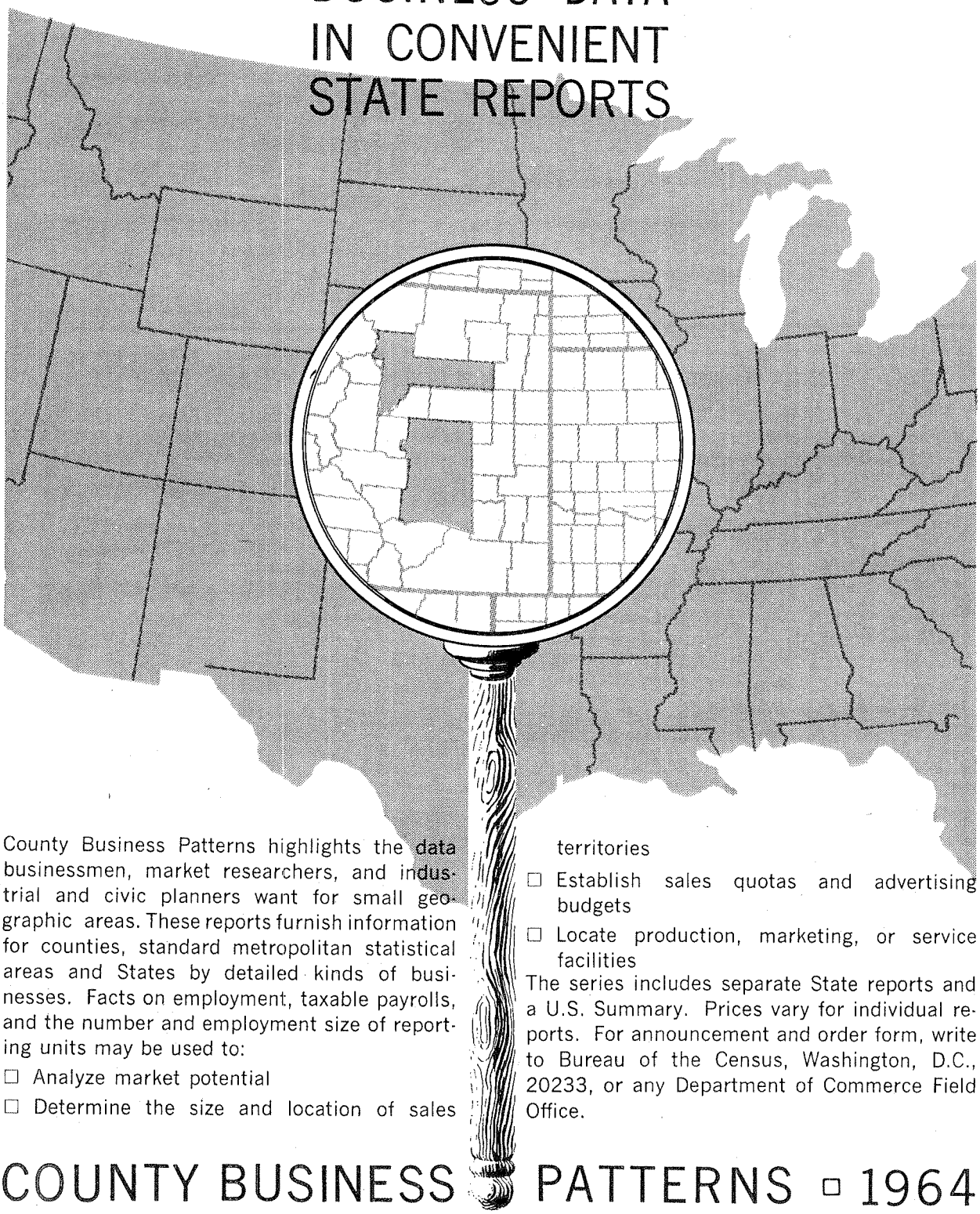
Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Gifts, art goods, greeting cards including souvenirs, novelities, 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.

SMALL-AREA BUSINESS DATA IN CONVENIENT STATE REPORTS



County Business Patterns highlights the data businessmen, market researchers, and industrial and civic planners want for small geographic areas. These reports furnish information for counties, standard metropolitan statistical areas and States by detailed kinds of businesses. Facts on employment, taxable payrolls, and the number and employment size of reporting units may be used to:

- ☐ Analyze market potential
- ☐ Determine the size and location of sales territories
- ☐ Establish sales quotas and advertising budgets
- ☐ Locate production, marketing, or service facilities

The series includes separate State reports and a U.S. Summary. Prices vary for individual reports. For announcement and order form, write to Bureau of the Census, Washington, D.C., 20233, or any Department of Commerce Field Office.

COUNTY BUSINESS PATTERNS ▫ 1964

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business--for all 3-digit SIC industries and for selected 4-digit SIC industries--by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are--

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

MONTHLY WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary

BUREAU OF THE CENSUS
A. Ross Eckler, Director

JULY 1966

BW-66-7

SALES AND INVENTORIES

FOR RELEASE
September 21, 1966

SALES

July 1966 sales of merchant wholesalers, estimated at $16.4 billion, were down 8 percent from the June level but 5 percent above July sales a year ago. Cumulative sales for the 7 months of 1966 totaled $115.9 billion, an increase of 10 percent over the similar period in 1965.

After adjustment for seasonal variations and trading day differences, but not for price changes, July sales amounted to $17.0 billion, down 2 percent from the previous month level but 8 percent above July 1965. Adjusted sales in the durable goods trades increased slightly (1%) over the previous month level and were 11 percent above July 1965; adjusted nondurable goods sales declined 5 percent from the previous month level but were 5 percent above July sales a year ago.

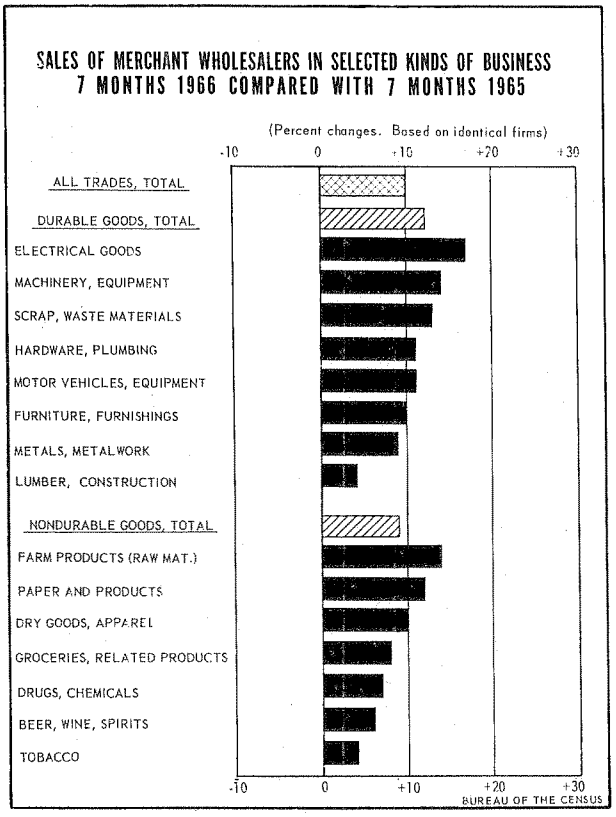
Based on the adjusted data, most trade groups showed declines from previous month sales levels. The sharper declines from June 1966 sales were registered in farm products--raw materials (-16%), furniture, home furnishings (-11%), and jewelry (-10%). The larger gains were reported in electrical goods (11%) and scrap, waste materials (3%).

A comparison of adjusted sales for July 1966 with those for July 1965 showed increases in all trades except farm products--raw materials (down 8%), and lumber, construction materials (down 2%). Among the trades reporting the larger gains were electrical goods (20%), motor vehicles, automotive equipment (17%), machinery, equipment, supplies (16%), and dry goods, apparel (13%).

INVENTORIES

Total inventories of merchant wholesalers were valued at $19.3 billion at the end of July. After adjustment for seasonal variations, July inventories remained virtually unchanged from the previous month level but were 10 percent above a year ago. Stocks in the durable goods trades, after adjustment, increased slightly (1%) over the June level and were 10 percent above a year ago. Adjusted nondurable goods stocks were little changed from the previous month level but were also 10 percent above a year ago.

Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. The larger changes were reported in groceries, related products (up 5%) and farm products--raw materials (down 12%). Changes from year-ago stock levels were more substantial, however, with all trade groups registering gains. The larger increases were reported in scrap, waste materials (25%), motor vehicles, automotive equipment (13%), groceries, related products (12%), and farm products--raw materials (12%).



The sample on which these data are based has been revised effective with the February publication. The new sample was drawn from 1963 Census of Business lists of merchant wholesalers, supplemented by Social Security Administration records of business births since 1963. While the revised sample is similar in design to the previous sample, which was based on the 1958 Census of Business, data developed from the new sample are not comparable with data previously published in this series. These differences are due, in part, to sampling error, and, in part, to changes in the kind-of-business classification of individual firms between Census years. To provide comparative data for the new series, each month during 1966 trend comparisons for the comparable month of 1965 will be derived from the new sample based on data for identical firms (see tables 5 and 7). A detailed description of the sample design and of the differences between the old and new samples is included on pages 9 and 10.

[1] An advance release of July 1966 data was issued on September 12, 1966.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June[1]	July	Total 7 months 1966
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,393	115,922
TOTAL (exc. farm products, raw materials)	13,762	13,905	16,608	15,559	15,702	16,690	15,289	107,515
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,498	52,485
Motor vehicles, automotive equipment, total	967	1,004	1,233	1,133	1,151	1,218	1,162	7,868
Automobiles, other motor vehicles	389	411	546	465	479	483	450	3,223
Automotive equipment, tires, tubes	578	593	687	669	672	735	711	4,645
Electrical goods, total	1,052	1,022	1,140	1,084	1,071	1,179	1,216	7,764
Electrical supplies, apparatus	412	425	482	491	523	546	510	3,389
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	658	593	548	633	706	4,375
Furniture, home furnishings, total	281	296	382	371	359	370	301	2,360
Home furnishings, floor coverings	186	206	271	267	244	253	211	1,638
Hardware, plumbing, heating equipment, supplies, total	621	638	761	772	770	831	781	5,174
Hardware	234	251	294	282	279	297	268	1,905
Plumbing and heating, supplies	316	319	378	391	394	418	405	2,621
Air conditioning, refrigeration equipment, supplies	71	69	89	99	96	116	108	648
Lumber, construction materials, total	685	672	840	869	910	939	851	5,766
Lumber, millwork	472	459	564	562	604	611	534	3,806
Construction materials	213	213	276	306	306	328	317	1,959
Machinery, equipment, supplies, total	1,684	1,752	2,171	2,069	2,015	2,145	1,924	13,760
Commercial, industrial machinery, equip.	1,185	1,237	1,517	1,445	1,430	1,519	1,345	9,678
Construction machinery, equipment	223	268	333	334	319	343	305	2,125
Industrial machinery, equipment, supplies	817	822	1,011	955	952	1,010	892	6,459
Professional equipment, supplies	198	195	233	214	217	255	230	1,542
Service-establishment equipment, supplies	139	135	155	147	149	159	142	1,026
Metals, metalwork (except scrap), total	720	729	913	843	863	891	738	5,697
Iron, steel, and products	529	530	638	610	631	633	536	4,107
Nonferrous metals	191	199	274	233	233	259	203	1,592
Scrap, waste materials, total	412	381	498	471	469	477	421	3,129
Iron, steel scrap	230	204	278	253	258	267	228	1,718
Waste materials	182	177	220	218	210	210	194	1,411
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,895	63,437
TOTAL (exc. farm products, raw materials)	7,218	7,251	8,499	7,804	7,959	8,507	7,792	55,030
Groceries and related products, total	3,069	3,010	3,463	3,173	3,291	3,523	3,299	22,82
General-line groceries	1,202	1,141	1,272	1,206	1,217	1,316	1,232	8,586
Specialty-line groceries	799	818	940	830	881	938	892	6,098
Confectionery	93	90	108	91	91	94	85	652
Meat, meat products	579	538	658	592	631	647	584	4,229
Poultry, poultry products	144	156	176	159	156	167	150	1,108
Fresh fruits, vegetables	252	267	309	296	317	361	355	2,157
Beer, wine, distilled alcoholic bev., total	619	661	815	762	827	919	811	5,414
Beer	276	284	339	336	379	447	432	2,493
Wine, distilled spirits	343	377	477	426	448	472	379	2,922
Drugs, chemicals, allied products, total	607	580	688	630	635	669	602	4,411
Drugs, drug proprietaries, sundries	360	333	391	361	357	370	333	2,505
Paints, varnishes	31	34	41	39	42	41	36	264
Other chemicals, allied products	216	213	256	229	236	257	232	1,639
Tobacco, tobacco products	397	386	438	408	424	466	434	2,953
Dry goods, apparel, total	686	702	857	750	751	834	721	5,301
Apparel and accessories, hosiery, lingerie, footwear	299	318	399	326	311	366	362	2,381
Dry goods, notions	248	255	312	281	298	318	248	1,960
Paper, paper products, excluding wallpaper, total	463	453	550	503	526	554	491	3,540
Paper	348	342	419	390	408	432	385	2,724
Farm products (raw materials), total	1,256	1,155	1,289	1,131	1,259	1,213	1,104	8,407
Grain	802	718	856	771	908	872	783	5,710
Other nondurable goods, total	1,377	1,459	1,688	1,576	1,506	1,542	1,433	10,581
Amusement, sporting goods	197	194	217	222	215	243	228	1,516
Books, magazines, newspapers	96	98	113	101	99	109	107	723
Farm supplies	237	276	368	335	319	290	272	2,097

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations.)

Kind of business	January	February	March	April	May	June[1]	July
MERCHANT WHOLESALERS, TOTAL	18,213	18,508	18,861	18,949	19,028	19,141	19,281
TOTAL (excluding farm products, raw materials)	16,619	16,990	17,457	17,638	17,829	18,014	18,214
DURABLE GOODS, TOTAL	10,351	10,661	11,048	11,284	11,420	11,494	11,516
Motor vehicles, autumotive equipment, total	1,841	1,936	2,057	2,057	2,012	2,030	2,019
Automotive equipment, tires, tubes	1,387	1,453	1,528	1,522	1,471	1,504	1,512
Electrical goods, total	1,473	1,478	1,518	1,539	1,622	1,647	1,620
Electrical supplies, apparatus	597	605	607	618	658	659	670
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	910	921	964	988	950
Hardware, plumbing, heating equip., supplies, total	1,221	1,264	1,306	1,329	1,383	1,366	1,345
Hardware	506	518	529	531	549	544	539
Plumbing and heating equipment, supplies	602	631	656	666	702	693	680
Machinery, equipment, supplies, total	2,867	2,983	3,131	3,212	3,186	3,229	3,285
Industrial machinery, equipment, supplies	1,148	1,219	1,265	1,310	1,303	1,313	1,353
Metals, metalwork (except scrap), total	1,248	1,211	1,223	1,277	1,298	1,271	1,294
Iron, steel, and products	1,093	1,063	1,052	1,114	1,140	1,114	1,124
NONDURABLE GOODS, TOTAL	7,862	7,847	7,813	7,665	7,608	7,647	7,765
TOTAL (excluding farm products, raw materials)	6,268	6,330	6,410	6,354	6,409	6,520	6,698
Groceries and related products, total	1,812	1,863	1,847	1,846	1,859	1,865	1,930
General-line groceries	910	935	953	940	931	903	901
Beer, wine, distilled alcoholic beverages, total	746	731	788	760	835	827	837
Wine, distilled spirits	564	544	588	563	625	619	622
Drugs, chemicals, allied products, total	756	741	772	771	781	805	821
Drugs, drug proprietaries, druggists' sundries	521	505	524	524	525	542	553
Paper, paper products (excluding wallpaper), total	454	478	518	515	520	537	540
Paper	317	337	367	362	362	372	375

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June[1]	July
MERCHANT WHOLESALERS, TOTAL	121	123	105	114	112	107	118
TOTAL (excluding farm products, raw materials)	121	122	105	113	113	108	119
DURABLE GOODS, TOTAL	158	160	136	145	147	140	154
Motor vehicles, automotive equipment, total	190	193	167	182	175	167	174
Automotive equipment, tires, tubes	240	245	222	228	219	205	213
Electrical goods, total	140	145	133	142	151	140	133
Electrical supplies, apparatus	145	142	126	126	126	121	132
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	138	155	176	156	135
Hardware, plumbing, heating equip., supplies, total	197	198	172	172	180	164	172
Hardware	216	206	180	188	197	183	201
Plumbing and heating equipment, supplies	191	198	174	170	178	166	168
Machinery, equipment, supplies, total	170	170	144	155	158	151	171
Industrial machinery, equipment, supplies	141	148	125	137	137	130	152
Metals, metalwork (except scrap), total	173	166	134	151	150	143	175
Iron, steel, and products	207	201	165	183	181	176	210
NONDURABLE GOODS, TOTAL	93	93	80	86	83	79	87
TOTAL (excluding farm products, raw materials)	87	87	75	81	81	77	86
Gorceries and related products, total	59	62	53	58	56	53	59
General-line groceries	76	82	75	78	76	69	73
Beer, wine, distilled alcoholic beverages, total	121	111	97	100	101	90	103
Wine, distilled spirits	164	144	123	132	140	131	164
Drugs, chemicals, allied products, total	125	128	112	122	123	120	136
Drugs, drug proprietaries, druggists' sundries	145	152	134	145	147	146	166
Paper, paper products, excluding wallpaper, total	98	106	94	102	99	97	110
Paper	91	99	88	93	89	86	97

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 4.—ESTIMATED MONTHLY SALES, INVENTORIES, AND STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Sales and inventories in millions of dollars. Stock-sales ratios in percent.)

Kind of business	January	February	March	April	May	June[1]	July
	Sales ADJUSTED for seasonal variations and trading day differences						
MERCHANT WHOLESALERS, TOTAL	16,981	16,779	17,334	16,966	16,880	17,438	17,031
TOTAL (excl. farm products, raw materials)	15,550	15,508	16,044	15,710	15,563	16,024	15,841
DURABLE GOODS, TOTAL	7,563	7,538	7,887	7,718	7,601	7,637	7,678
Motor vehicles, automotive equipment	1,106	1,139	1,205	1,099	1,137	1,125	1,137
Electrical goods	1,195	1,132	1,139	1,190	1,162	1,140	1,262
Furniture, home furnishings	322	330	358	382	364	374	334
Hardware, plumbing, heating equipment	767	761	794	778	750	754	765
Lumber, construction materials	873	836	856	877	850	843	809
Machinery, equipment, supplies	1,901	1,969	2,033	1,975	1,922	1,963	1,985
Metals, metalwork (except scrap)	808	792	846	813	808	822	769
Scrap, waste materials	431	397	457	448	454	460	476
NONDURABLE GOODS, TOTAL	9,418	9,241	9,447	9,248	9,279	9,800	9,353
TOTAL (excl. farm products, raw materials)	7,987	7,970	8,157	7,992	7,962	8,386	8,164
Groceries and related products	3,286	3,276	3,333	3,282	3,272	3,431	3,329
Beer, wine, distilled alcoholic beverages	812	826	810	806	806	885	826
Drugs, chemicals, allied products	650	641	650	639	637	647	639
Tobacco, tobacco products	447	438	438	424	424	443	432
Dry goods, apparel	817	745	795	774	798	838	777
Paper, paper products, excluding wallpaper	498	496	531	513	527	541	528
Farm products (raw materials)	1,431	1,271	1,290	1,256	1,317	1,414	1,190
Other nondurable goods	1,477	1,547	1,600	1,555	1,498	1,603	1,632
	Inventories ADJUSTED for seasonal variations						
MERCHANT WHOLESALERS, TOTAL	18,231	18,580	18,881	19,008	19,149	19,310	19,387
TOTAL (excl. farm products, raw materials)	16,920	17,257	17,538	17,593	17,667	17,852	18
DURABLE GOODS, TOTAL	10,571	10,809	10,995	11,209	11,239	11,318	11,381
Motor vehicles, automotive equipment	1,863	1,940	2,017	2,055	1,970	1,969	2,011
Electrical goods	1,525	1,497	1,545	1,544	1,593	1,586	1,620
Hardware, plumbing, heating equipment	1,271	1,274	1,275	1,306	1,344	1,315	1,301
Machinery, equipment, supplies	2,893	3,038	3,131	3,193	3,133	3,250	3,240
Metals, metalwork (except scrap)	1,253	1,223	1,235	1,268	1,292	1,277	1,289
NONDURABLE GOODS, TOTAL	7,660	7,771	7,886	7,800	7,910	7,992	8,006
TOTAL (excl. farm products, raw materials)	6,349	6,448	6,543	6,384	6,428	6,534	6,717
Groceries and related products	1,807	1,857	1,840	1,843	1,852	1,892	1,990
Beer, wine, distilled alcoholic beverages	785	809	831	762	824	830	843
Drugs, chemicals, allied products	768	758	777	760	783	815	824
Paper, paper products, excluding wallpaper	467	501	524	500	522	531	527
	Stock-sales ratios based on ADJUSTED data						
MERCHANT WHOLESALERS, TOTAL	107	111	109	112	113	111	114
TOTAL (excl. farm products, raw materials)	109	111	109	112	114	111	114
DURABLE GOODS, TOTAL	140	143	139	145	148	148	148
Motor vehicles, automotive equipment	168	170	167	187	173	175	177
Electrical goods	128	132	136	130	137	139	128
Hardware, plumbing, heating equipment	166	167	161	168	179	174	170
Machinery, equipment, supplies	152	154	154	162	163	166	163
Metals, metalwork (except scrap)	155	154	146	156	160	155	168
NONDURABLE GOODS, TOTAL	81	84	83	84	85	82	86
TOTAL (excl. farm products, raw materials)	79	81	80	80	81	78	82
Groceries and related products	55	57	55	56	56	55	60
Beer, wine, distilled alcoholic beverages	97	98	103	95	102	94	102
Drugs, chemicals, allied products	118	118	120	119	123	126	129
Paper, paper products, excluding wallpaper	94	101	99	98	99	98	100

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 5.--PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: JULY 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	July 1966 from--		7 months 1966 from 7 months 1965	July 1966 from--		July 1966 from--		July 1966 from--	
	July 1965	June 1966		July 1965	June 1966	July 1965	June 1966	July 1965	June 1966
MERCHANT WHOLESALERS, TOTAL	r+5	r-8	+10	+10	+1	+8	-2	+10	0
TOTAL (excluding farm products, raw materials)	+7	-8	+10	+10	+1	r+9	-1	+10	+1
DURABLE GOODS, TOTAL	+9	-8	+12	+10	0	r+11	+1	+10	+1
Motor vehicles, automotive equipment, total	+14	-5	+11	+13	-1	+17	+1	+13	+2
Automobiles, other motor vehicles	+23	-7	+18	+41	-4	-	-	-	-
Automotive equipment, tires, tubes	+9	-3	+6	+6	+1	-	-	-	-
Electrical goods, total	+17	+3	+17	+7	-2	+20	+11	+7	+2
Electrical supplies, apparatus	+13	-7	+15	+6	+2	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+21	+11	+19	+8	-4	-	-	-	-
Furniture, home furnishings, total	+6	-19	+10	+9	-2	+6	-11	+9	-2
Furniture-household, office	+9	-23	+8	+11	+1	-	-	-	-
Home furnishings, floor coverings	+4	-17	+10	+8	-4	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+4	-6	+11	+8	-2	+7	+1	+8	-1
Hardware	+4	-10	+12	+3	-1	-	-	-	-
Plumbing and heating equipment, supplies	+3	-3	+11	+12	-2	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+8	-7	+11	+13	-2	-	-	-	-
Lumber, construction materials, total	-4	-9	+4	+10	0	-2	-5	+10	+1
Lumber, millwork	-6	-13	+5	+11	+1	-	-	-	-
Construction materials	-2	-3	+3	+7	-2	-	-	-	-
Machinery, equipment, supplies, total	+14	r-10	+14	+11	+2	+16	+1	+11	0
Commercial, industrial machinery, equipment, supplies	+14	r-11	+15	+11	+3	-	-	-	-
Commercial machines, equipment	+12	r-11	r+16	+14	+2	-	-	-	-
Construction machinery, equipment	+14	r-11	r+14	+13	+2	-	-	-	-
Industrial machinery, equipment, supplies	+15	-12	+15	+10	+3	-	-	-	-
Professional equipment, supplies	+10	-10	+13	+5	-1	-	-	-	-
Service-establishment equipment, supplies	+7	-11	+10	+6	+1	-	-	-	-
Metals, metalwork (except scrap), total	+1	-17	+9	+8	+2	+4	-6	+8	+1
Iron, steel, and products	+1	-15	+6	+5	+1	-	-	-	-
Nonferrous metals	+1	-22	+16	+28	+8	-	-	-	-
Scrap, waste materials, total	+7	-12	+13	+25	+1	+10	+3	+25	0
Iron, steel scrap	-3	-15	+9	+15	-1	-	-	-	-
Waste materials	+23	-8	+18	+34	+5	-	-	-	-
Jewelry	+4	-21	+23	(X)	(X)	r+7	-10	(X)	(X)
NONDURABLE GOODS, TOTAL	+3	r-8	+9	+10	+2	+5	-5	+10	0
TOTAL (excluding farm products, raw materials)	+5	-8	+8	+9	+3	+8	-3	+9	+3
Groceries and related products, total	+4	-6	+8	+12	+3	+7	-3	+12	+5
General-line groceries	+4	-6	+8	+2	0	-	-	-	-
Specialty-line groceries	+3	-5	+5	+29	+10	-	-	-	-
Confectionery	+1	-10	+7	+15	+1	-	-	-	-
Meats, meat products	+4	-10	+15	+12	0	-	-	-	-
Poultry, poultry products	-2	-10	+10	-15	+5	-	-	-	-
Fresh fruits, vegetables	+6	-2	-1	+16	0	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+2	-12	+6	+8	+1	+5	-7	+8	+2
Beer	+5	-3	+8	+3	+4	-	-	-	-
Wine, distilled spirits	-1	-20	+5	+10	0	-	-	-	-
Drugs, chemicals, allied products, total	+1	-10	+7	+10	+2	+3	-1	+10	+1
Drugs, drug proprietaries, druggists' sundries	+2	-10	+9	+8	+2	-	-	-	-
Paints, varnishes	-6	-12	+2	+9	-11	-	-	-	-
Other chemicals, allied products	0	-10	+5	+16	+5	-	-	-	-
Tobacco, tobacco products	+1	-7	r+4	+3	0	+3	-2	+2	-1
Dry goods, apparel, total	+12	-13	+10	(X)	(X)	+13	-7	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+12	-1	+11	+22	+8	-	-	-	-
Dry goods, notions	+11	-22	+10	(X)	(X)	-	-	-	-
Piece goods converters	+17	-26	+8	(X)	(X)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+8	-11	+12	+7	0	+10	-2	+6	-1
Paper	+6	-11	+11	+6	+1	-	-	-	-
Stationery, office supplies	+13	-13	+14	+8	0	-	-	-	-
Farm products (raw materials), total	-10	r-9	+14	+12	-5	-8	r-16	+12	-12
Cotton	-38	r-17	-18	(X)	(X)	-	-	-	-
Grain	-10	r-10	+20	(X)	(X)	-	-	-	-
Other nondurable goods, total	+8	-7	+10	+6	+5	+11	+2	+6	+4
Amusement, sporting goods	+17	-6	+17	+13	+3	-	-	-	-
Books, magazines, newspapers	+12	-2	+6	+17	+3	-	-	-	-
Farm supplies	0	-6	+3	+2	-2	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate.
r Revised since advance release dated September 12, 1966.
[1] Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes due to births and deaths during the period compared. However, they are believed to represent the changes from a year ago more accurately than if a comparison were made between the new series and the same month a year ago in the old series.

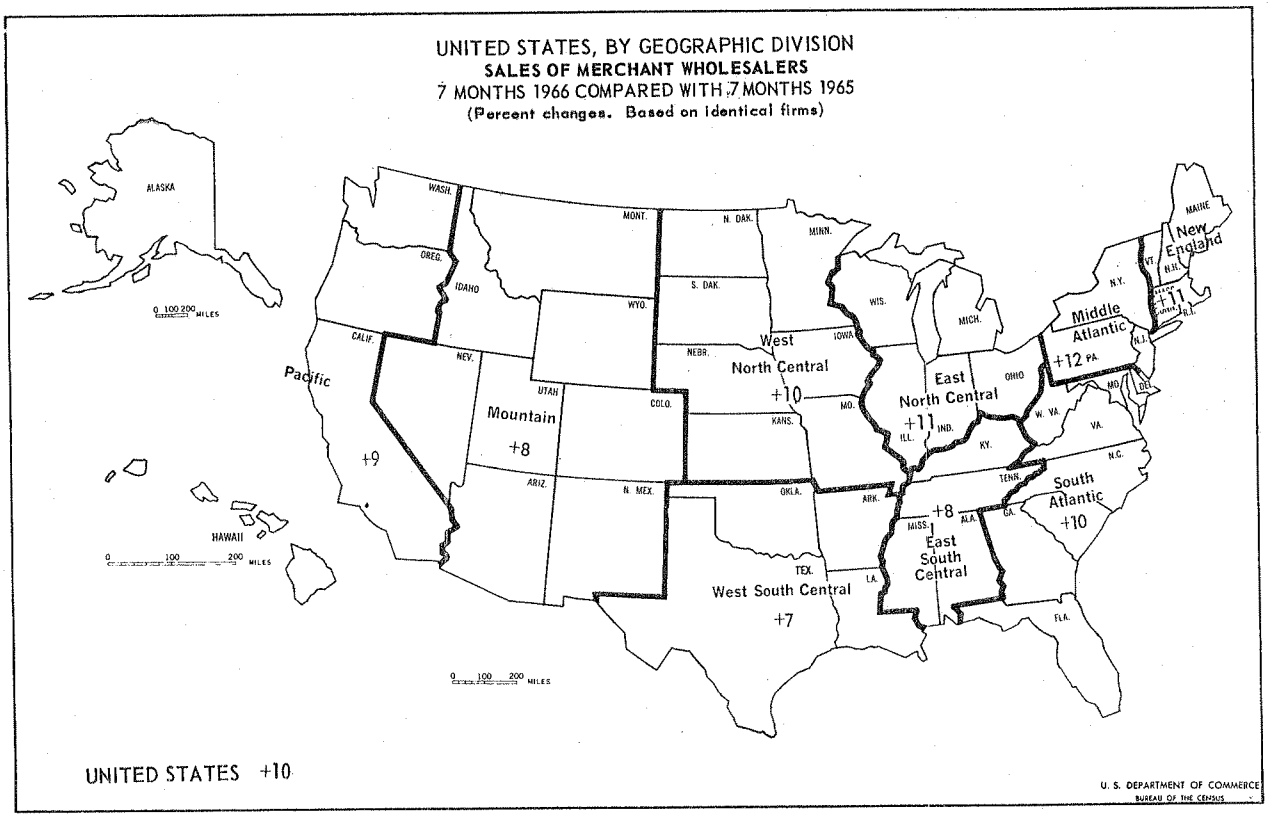


Table 6.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS AND SAMPLING ERRORS, BY GEOGRAPHIC DIVISION: 1966

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent.)

Kind of business	January	February	March	April	May	June[1]	July	Total 7 months	Sampling error of the monthly dollar estimate	
									Range	Median
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,393	115,922	0.6-1.2	0.8
New England	719	725	896	811	820	909	812	5,692	4-6	5
Middle Atlantic	4,116	4,313	5,166	4,659	4,824	5,103	4,485	32,666	2-2	2
East North Central	2,973	2,874	3,352	3,207	3,302	3,487	3,185	22,380	2-3	2
West North Central	1,223	1,185	1,416	1,359	1,374	1,444	1,365	9,366	2-6	4
South Atlantic	1,452	1,496	1,771	1,682	1,659	1,726	1,666	11,452	3-4	3
East South Central	817	731	850	809	816	832	772	5,627	4-5	4
West South Central	1,300	1,309	1,514	1,412	1,388	1,448	1,345	9,717	3-5	3
Mountain	418	434	513	462	477	512	499	3,315	6-8	7
Pacific	1,999	1,993	2,420	2,288	2,301	2,441	2,265	15,707	2-3	3
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,498	52,485	0.8-1.2	0.9
New England	305	308	402	368	374	406	359	2,523	4-7	6
Middle Atlantic	1,599	1,634	2,030	1,864	1,886	2,004	1,725	12,742	2-3	2
East North Central	1,411	1,395	1,681	1,624	1,634	1,724	1,611	11,080	2-3	2
West North Central	451	462	565	562	543	587	561	3,731	4-5	4
South Atlantic	733	726	866	868	873	890	852	5,809	3-5	4
East South Central	333	324	378	371	372	394	356	2,528	4-6	5
West South Central	597	620	737	723	700	717	644	4,738	4-7	5
Mountain	176	197	242	218	223	252	250	1,559	6-10	8
Pacific	939	986	1,208	1,157	1,137	1,208	1,139	7,774	3-4	2
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,895	63,437	1.1-2.0	1.4
New England	414	416	494	443	446	503	452	3,169	5-8	6
Middle Atlantic	2,516	2,679	3,136	2,795	2,939	3,099	2,760	19,924	2-4	3
East North Central	1,562	1,480	1,671	1,583	1,668	1,762	1,574	11,300	3-5	3
West North Central	772	723	850	797	831	857	804	5,635	4-7	5
South Atlantic	719	770	905	814	786	836	813	5,643	4-7	5
East South Central	485	407	472	438	443	438	416	3,099	6-8	7
West South Central	704	689	777	689	688	731	701	4,979	5-7	5
Mountain*	241	236	270	244	254	260	249	1,755	9-11	*10
Pacific	1,060	1,007	1,212	1,131	1,164	1,233	1,126	7,933	3-5	4

*Note that data for this division are subject to a high sampling error.
[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
JULY 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	July 1966 from—		7 months 1966 from 7 months 1965	July 1966 from—						
	July 1965	June 1966		July 1965	June 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+5	-8	+10	+10	+1	0.9	0.5	0.5	0.9	0.3
New England	+5	-11	+11	+7	-1	4	2	1	4	1
Middle Atlantic	+5	-12	+12	+12	+1	2	1	1	1	1
East North Central	+5	-9	+11	+12	+4	2	1	2	2	1
West North Central	+5	-5	+10	+9	+5	3	2	1	2	1
South Atlantic	+10	-3	+10	+10	-1	3	1	2	2	1
East South Central	+4	-7	+8	*+11	-1	3	2	2	*12	1
West South Central	+4	-7	+7	+6	-5	3	2	3	2	1
Mountain	+6	-3	+8	+10	0	4	2	2	4	1
Pacific	+8	-7	+9	+9	+1	3	1	1	2	1
Durable Goods, total	+9	-8	+12	+10	0	1.0	0.6	0.6	0.8	0.2
New England	+6	-12	+12	+7	0	5	2	2	4	1
Middle Atlantic	+6	-14	+13	+12	0	2	1	1	2	1
East North Central	+9	-7	+14	+11	+1	3	1	2	2	1
West North Central	+11	-4	+12	+11	+1	4	2	2	3	1
South Atlantic	+12	-4	+11	+11	0	4	2	3	3	1
East South Central	+10	-10	+13	+9	+1	5	3	3	4	1
West South Central	+7	-10	+10	+8	0	4	2	2	3	1
Mountain	+11	-1	+10	+12	0	6	3	5	4	1
Pacific	+9	-6	+10	+10	-1	4	2	2	2	1
Nondurable goods, total	+3	-8	+9	+10	+2	1.1	0.7	0.8	1.4	0.5
New England	+5	-10	+10	+7	-2	5	3	3	5	2
Middle Atlantic	+3	-11	+10	+13	+2	2	1	1	2	1
East North Central	+1	-11	+9	+12	+8	3	2	1	2	1
West North Central	0	-6	+9	+7	+11	4	3	2	4	1
South Atlantic	+5	-3	+8	+8	-1	3	2	1	3	1
East South Central	0	-5	+4	+13	-2	5	2	3	-	2
West South Central	+1	-4	+6	+2	-14	4	2	3	3	1
Mountain	+1	-4	+7	+4	+1	6	2	6	6	1
Pacific	+5	-9	+8	+8	+3	4	2	3	3	1
Automotive equipment, tire, tubes	+9	-3	+6	+6	+1	3	2	2	3	1
New England	(X)	0	(X)	(X)	-2	-	4	-	-	1
Middle Atlantic	(X)	-11	+2	+11	+4	-	4	6	7	1
East North Central	+22	(X)	+6	+5	+1	8	-	5	7	1
West North Central	+16	-10	+15	+3	+3	9	3	6	8	1
South Atlantic	+8	-6	+2	+5	-1	7	3	2	7	2
East South Central	(X)	+2	-2	(X)	+4	-	3	7	-	2
West South Central	(X)	-11	+9	(X)	-5	-	4	9	-	1
Mountain	(X)	-11	+4	(X)	+1	-	3	6	-	1
Pacific	+18	-1	+11	+6	+1	9	2	4	9	2
Electrical supplies, apparatus	+13	-7	+15	+6	+2	3	2	2	2	1
New England	0	-2	+19	0	0	-	-	7	-	-
Middle Atlantic	+16	-8	+16	+7	+3	9	4	4	5	1
East North Central	+18	-6	+15	+6	+1	5	4	3	4	1
West North Central	(X)	-2	+15	(X)	0	-	4	3	-	2
South Atlantic	(X)	-7	+17	+5	+1	-	4	4	5	2
East South Central	(X)	(X)	+13	+5	-2	-	-	8	8	2
West South Central	(X)	-1	+7	+9	+6	-	4	7	8	2
Mountain	(X)	-12	+17	(X)	-1	-	4	4	-	3
Pacific	+7	-7	+17	+8	+1	7	3	5	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+21	+11	+19	+8	-4	3	2	2	2	1
New England	(X)	+8	+24	(X)	-2	-	3	8	-	3
Middle Atlantic	+30	+6	+18	+24	-1	7	4	5	7	1
East North Central	+20	+9	+21	-5	-7	8	3	5	7	2
West North Central	(X)	(X)	+28	+12	-4	-	-	4	8	2
South Atlantic	(X)	+16	+20	+11	-3	-	5	4	8	2
East South Central	(X)	+13	+20	(X)	-4	-	6	6	-	2
West South Central	(X)	(X)	+17	(X)	-5	-	-	7	-	2
Pacific	+5	+7	+13	0	-6	8	3	3	8	2
Furniture, home furnishings, total	+6	-19	+10	+9	-2	3	2	2	3	1
New England	(X)	(X)	-3	(X)	0	-	-	7	-	2
Middle Atlantic	+1	(X)	+8	+6	-1	7	-	3	6	1
East North Central	+23	(X)	+19	+23	-5	9	-	7	7	1
West North Central	(X)	-15	+10	(X)	-2	-	4	8	-	2
South Atlantic	(X)	-11	+12	+18	-3	-	5	3	9	2
West South Central	(X)	-11	+10	(X)	+4	-	5	5	-	2
Pacific	-5	-13	+2	+1	-3	9	3	6	8	1
Hardware	+4	-10	+12	+3	-1	3	1	2	2	1
New England	(X)	(X)	+13	(X)	-4	-	-	7	-	1
Middle Atlantic	(X)	-3	+14	(X)	(X)	-	5	5	-	-
East North Central	+7	-7	+15	+10	-3	5	2	2	5	1
West North Central	+4	-10	+5	+2	+3	9	4	6	7	1
South Atlantic	+3	-11	+11	+4	-1	8	4	4	8	1
East South Central	+8	-5	+11	+3	-1	5	2	2	4	1
West South Central	+5	-10	+6	-13	-1	7	3	5	7	1
Mountain	(X)	(X)	+7	-1	0	-	-	4	8	2
Pacific	-1	-12	+17	+1	-1	6	4	3	7	1
Plumbing and heating equipment, supplies	+3	-3	+11	+12	-2	2	1	2	2	1
New England	(X)	-7	+10	(X)	(X)	-	5	5	-	-
Middle Atlantic	-5	-9	+13	(X)	(X)	7	4	4	-	-
East North Central	+7	0	+15	+11	+1	8	3	3	6	1
West North Central	(X)	(X)	+18	+14	-7	-	-	4	7	2
South Atlantic	-19	-6	+6	+11	-1	8	4	3	8	1
East South Central	(X)	-4	+20	(X)	+1	-	5	7	-	1
West South Central	(X)	(X)	+6	(X)	+1	-	-	7	-	2
Mountain	(X)	-4	(X)	(X)	-1	-	6	-	-	2
Pacific	(X)	(X)	+3	+16	-1	-	-	3	7	1

See footnotes at end of table.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS: JULY 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in— Sales: July 1966 from— July 1965	Sales: July 1966 from— June 1966	Sales: 7 months 1966 from 7 months 1965	Inventories: July 1966 from— July 1965	Inventories: July 1966 from— June 1966	Sampling errors of the percent changes for columns—[2] A	B	C	D	E
	A	B	C	D	E					
Lumber, construction materials, total	-4	-9	+4	+10	0	3	2	2	3	1
New England	(X)	-8	+16	(X)	+4	-	6	8	-	2
Middle Atlantic	(X)	-17	+2	(X)	(X)	-	3	8	-	-
East North Central	-11	-10	+12	+7	+4	8	4	5	6	1
West North Central	(X)	-8	+9	+7	-2	-	5	6	7	2
South Atlantic	+2	-4	+5	(X)	(X)	9	4	4	-	-
East South Central	(X)	-13	(X)	(X)	-5	-	5	-	-	3
West South Central	(X)	-13	0	(X)	-4	-	6	8	-	1
Mountain	(X)	-3	-2	(X)	-5	-	4	6	-	3
Pacific	-3	-6	0	+6	-2	8	3	6	7	2
Industrial machinery, equipment supplies distributors	+15	-12	+15	+10	+3	4	2	3	3	1
New England	(X)	(X)	+18	(X)	+15	-	-	9	-	2
Middle Atlantic	(X)	-12	+10	+4	-1	-	5	7	7	2
East North Central	+13	-6	+23	+23	+10	-	4	5	7	1
West South Central	+5	(X)	+5	+8	+1	8	-	5	6	1
Mountain	(X)	(X)	+8	(X)	(X)	-	-	8	-	-
Pacific	(X)	-11	+19	(X)	+1	-	6	6	-	1
General-line grocery wholesalers	+4	-6	+8	+2	0	2	1	1	2	1
New England	(X)	-6	+8	(X)	-2	-	3	5	-	2
Middle Atlantic	+8	-1	+14	+3	-1	6	2	2	6	1
East North Central	+6	-15	+9	+7	-2	4	1	2	4	1
West North Central	+1	0	+6	+3	-2	4	1	3	6	1
South Atlantic	+6	-3	+10	-1	0	7	3	2	8	1
East South Central	(X)	+1	+5	(X)	(X)	-	6	3	-	-
West South Central	+8	-6	+10	+7	+1	5	2	3	6	2
Mountain	(X)	(X)	+5	(X)	(X)	-	-	1	-	-
Pacific	-4	-10	+1	-1	0	4	1	1	2	1
Specialty-line grocery wholesalers	+3	-5	+5	+29	+10	3	1	3	4	1
Middle Atlantic	0	-6	+4	+58	+8	8	3	7	7	2
East North Central	-7	-4	+4	+9	+9	7	2	3	7	2
West North Central	(X)	0	+4	(X)	+30	-	3	9	-	1
South Atlantic	(X)	+2	+8	(X)	0	-	4	8	-	3
West South Central	(X)	-10	+7	(X)	(X)	-	4	5	-	-
Mountain	(X)	0	(X)	(X)	+6	-	4	-	-	2
Pacific	+11	-8	+2	(X)	+12	9	5	5	-	3
Fresh fruit, vegetable wholesalers	+6	-2	-1	+16	0	4	2	2	4	
New England	(X)	-7	+5	(X)	(X)	-	6	7	-	
Middle Atlantic	-10	-5	-1	(X)	+5	8	5	4	-	
East North Central	+16	-2	0	(X)	-8	9	5	4	-	3
West North Central	(X)	(X)	+2	-4	-3	-	-	8	8	1
South Atlantic	+15	-3	+1	+55	-4	7	5	5	-	4
East South Central	(X)	+3	+7	(X)	(X)	-	4	5	-	-
West South Central	(X)	0	-3	(X)	(X)	-	4	5	-	-
Mountain	(X)	0	(X)	(X)	(X)	-	6	-	-	-
Pacific	(X)	-4	-5	(X)	+7	-	5	8	-	4
Drug wholesalers (general and specialty lines)	+2	-10	+9	+8	+2	3	1	2	2	1
New England	(X)	-10	+20	(X)	(X)	-	3	8	-	-
Middle Atlantic	+4	-17	+10	(X)	(X)	6	3	3	-	-
East North Central	+4	-8	+8	+10	+6	5	3	3	6	1
West North Central	(X)	-9	+14	(X)	+1	-	3	5	-	2
South Atlantic	+2	-8	+7	(X)	(X)	6	3	3	-	-
East South Central	+3	-5	+8	(X)	+3	9	2	5	-	1
West South Central	-6	-9	+4	+4	+2	6	2	2	5	1
Pacific	-7	-5	+10	+7	0	5	2	3	5	1
Tobacco distributors	+1	-7	+4	+3	0	2	1	1	3	1
New England	+5	-8	+7	(X)	(X)	9	3	5	-	-
Middle Atlantic	-8	-6	+2	-3	0	6	2	2	6	1
East North Central	+3	-10	+5	(X)	(X)	6	2	3	-	-
West North Central	+6	-5	+6	+8	-3	9	2	6	9	2
South Atlantic	+6	-1	+6	-3	+2	7	1	5	8	2
East South Central	(X)	+2	+3	(X)	-5	-	3	9	-	2
West South Central	-1	-4	+4	(X)	(X)	9	2	5	-	-
Mountain	(X)	(X)	-3	(X)	-27	-	-	5	-	2
Pacific	+2	-11	0	(X)	(X)	8	2	3	-	-
Dry goods, apparel wholesalers	+12	-13	+10	(X)	(X)	3	2	2	-	-
New England	(X)	(X)	+22	(X)	(X)	-	-	6	-	-
Middle Atlantic	+10	-17	+8	(X)	(X)	4	2	2	-	-
East North Central	(X)	(X)	+14	+35	+6	-	-	9	9	3
South Atlantic	(X)	(X)	+13	(X)	+2	-	-	8	-	3
West South Central	(X)	-6	+13	(X)	-3	-	5	6	-	2
Mountain	(X)	-9	(X)	(X)	+4	-	5	-	-	2
Pacific	(X)	+14	(X)	(X)	+10	-	5	-	-	3

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map page 6.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 12).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

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 15 through 17.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 8 and 9. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 will be derived from the new sample (see item 6. Estimating Procedures).

Some users may have a more immediate need for comparative data for prior years. The Bureau is now preparing, on the basis of the relationship between the new and old sample data for the first 6 months of 1965, a preliminary series for 1964 and 1965 for each kind-of-business group. These data will be available upon request.

4. Currently Published Data

Sales.--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.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 37 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Table 8.—COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales			Kind of business	Sales		
	New sample	Old sample	Percent change		New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9	NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	13,762	13,153	4.6	TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
DURABLE GOODS, TOTAL	6,544	6,127	6.8	Groceries and related products, total	3,069	2,963	3.6
Motor vehicles, automotive equipment, total	967	887	9.0	General-line groceries	1,202	1,109	8.4
Automobiles, other motor vehicles	389	333	16.8	Specialty-line groceries	799	838	-4.7
Automotive equipment, tires, tubes	578	554	4.3	Confectionery	93	74	25.7
				Poultry, poultry products	144	131	9.9
Electrical goods, total	1,052	929	13.2	Fresh fruits, vegetables	252	272	-7.4
Electrical supplies, apparatus	412	367	12.3				
Electrical appliances, TV, ratio sets, electronic parts, equipment	640	562	13.9	Beer, wine, distilled alcoholic bev., total	619	618	0.2
				Beer	276	231	19.5
Furniture, home furnishings, total	281	259	8.5	Wine, distilled spirits	343	387	-11.4
Home furnishings, floor coverings	186	182	2.2				
				Drugs, chemicals, allied products, total	607	577	5.2
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0	Drugs, drug proprietaries, sundries	360	341	5.6
Hardware	234	225	4.0	Paints, varnishes	31	27	14.8
Plumbing and heating equipment, supplies	316	310	1.9	Other chemicals, allied products	216	209	3.3
Air conditioning, refrigeration equipment supplies	71	68	4.4				
				Tobacco, tobacco products	397	383	3.7
Lumber, construction materials, total	685	560	22.3				
Lumber, millwork	472	376	25.5	Dry goods, apparel, total	686	664	3.3
Construction materials	213	184	15.8	Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
				Dry goods, notions	248	253	-2.0
Machinery, equipment, supplies, total	1,684	1,687	-0.2				
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9	Paper, paper products, excluding wallpaper, total	463	446	3.8
Construction machinery, equipment	223	226	-1.3	Paper	348	375	-7.2
Industrial machinery, equipment, supplies	817	857	-4.7				
Professional equipment, supplies	198	174	13.8	Farm products (raw materials), total	1,256	1,160	8.3
Service-establishment equipment, supplies	139	131	6.1	Grain	802	709	13.1
Metals, metalwork (except scrap), total	720	713	1.0	Other nondurable goods, total	1,377	1,373	0.3
				Amusement, sporting goods	197	134	47.0
Scrap, waste materials, total	412	403	2.2	Books, magazines, newspapers	96	94	2.1
Iron, steel scrap	230	248	-7.3	Coal	60	74	-18.9
Waste materials	182	155	17.4	Farm supplies	237	221	7.2

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 9.—COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excluding farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	454	469	-3.2	98	105	-6.7
Paper	317	374	-15.2	91	100	-9.0

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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 items not held for sale, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Current month to previous month inventory trends are based on dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 11 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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.

1966 estimates

The January 1966 "composite" estimate for the new series was a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month in the February 1966 survey. The February 1966 preliminary "composite" estimate was 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 following months the preliminary composite estimates are to 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 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.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 6, 7, and 10. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago month. The sampling errors of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 10. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 estimates. 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 16 percent of the total sales and 29 percent of total inventories were 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 10 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.005 to 1.029.

Table 10.--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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5-2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	-	-
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been valuated.

Table 11.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Seasonal and trading day adjustment factors for sales																								
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials).....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
Seasonal adjustment factors for inventories																								
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials).....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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.

Serivice-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 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 distrubution 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--billiard 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.

COUNTY BUSINESS PATTERNS: 1965

SMALL-AREA DATA BY INDUSTRY GROUPS NOW ISSUED ANNUALLY IN STATE REPORTS

WHAT is the market? **HOW big is the market?** **WHERE is the market?**

Sales and marketing executives asking these questions will find a valuable tool for establishing their market facts in COUNTY BUSINESS PATTERNS, a standard reference book on small-area data since 1946, issued by the Bureau of the Census in convenient, easy-to-use State reports and in a U.S. summary.

County-by-county statistics, as well as standard metropolitan statistical area, State and U.S. totals are presented by kind of business on:

- Employment
- Taxable payrolls
- Number and employment-size of reporting units

These statistics are shown for detailed kinds of business under the following broad industry groups: agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; transportation and other public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

Businessmen, market researchers, and industrial and civic planners will find County Business Patterns reports useful for:

- Analyzing market potential
- Determining the size and location of sales territories
- Establishing sales quotas and advertising budgets
- Comparing past sales volume with potentials by areas
- Locating production, marketing, or service facilities

First reports in the 1965 series are now available. For order form, write to Publications Distribution Section, Bureau of the Census, Washington, D.C., 20233, or any Department of Commerce field office.

Data published in this series will also be available on punchcards and computer tapes. For information on costs and availability, write to the Business Division, Bureau of the Census, Washington, D.C., 20233.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFIC

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business—for all 3-digit SIC industries and for selected 4-digit SIC industries—by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are—

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

☆ U. S. GOVERNMENT PRINTING OFFICE : 1966 251-96

MONTHLY WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary
William H. Shaw, Asst. Secy., Economic Affairs

BUREAU OF THE CENSUS
A. Ross Eckler, Director

AUGUST 1966

BW-66-8

SALES AND INVENTORIES

FOR RELEASE
October 21, 1966

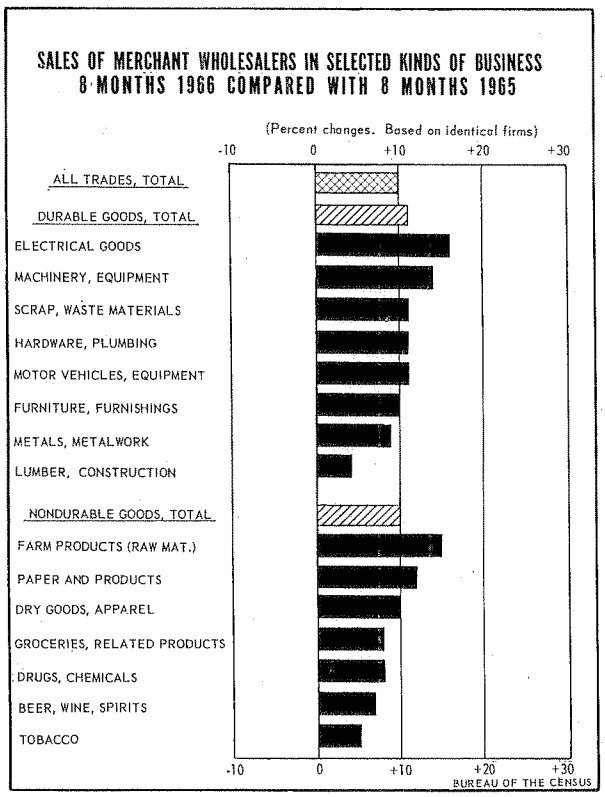
SALES

August 1966 sales of merchant wholesalers, estimated at $18.2 billion, were 11 percent above the previous month level and 14 percent above August sales a year ago. Cumulative sales for the 8 months of 1966 totaled $134.1 billion, an increase of 10 percent over the similar period in 1965.

After adjustment for seasonal variations and trading day differences, but not for price changes, August sales amounted to $17.4 billion, 2 percent above the July 1966 level and 10 percent above August 1965. Adjusted sales in the durable goods trades were 2 percent above the previous month and 10 percent above August 1965; adjusted nondurable goods sales were 2 percent above the previous month and 11 percent above August 1965.

Based on the adjusted data, most trade groups showed gains over previous month sales levels, with the larger gains reported in dry goods, apparel (8%), furniture, home furnishings (6%), metals, metalwork (6%), and tobacco, tobacco products (6%). Small declines were recorded in motor vehicles, automotive equipment (-1%), hardware, plumbing, heating equipment (-1%), scrap, waste materials (-1%), and electrical goods (-2%).

A comparison of adjusted sales for August 1966 with those for August 1965 showed increases in all but 1 trade group. Among the trades reporting the larger gains over year-ago sales were farm products--raw material (up 16%), motor vehicles, automotive equipment (up 15%), machinery, equipment, supplies (up 13%), dry goods, apparel (up 13%), paper, paper products (up 12%), and metals, metalwork (up 11%). The only decline from year-ago sales was reported in lumber, construction materials (-1%).



INVENTORIES

Total inventories of merchant wholesalers were valued at $19.5 billion at the end of August. After adjustment for seasonal variations, August inventories were slightly (1%) above July inventories and 12 percent above a year ago. Stocks in the durable goods trades, after adjustment, increased slightly (1%) over the July level and were 9 percent above a year ago. Adjusted nondurable goods stocks were virtually unchanged from the previous month level but were 15 percent above a year ago.

Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. The larger changes were reported in farm products--raw materials (up 8%) and motor vehicles, automotive equipment (up 4%). Changes from year-ago stock levels were more substantial, however, with all trade groups registering gains. The larger increases were reported in farm products--raw materials (32%), machinery, equipment, supplies (14%), motor vehicles, automotive equipment (12%), and furniture, home furnishings (12%).

The sample on which these data are based has been revised effective with the February publication. The new sample was drawn from 1963 Census of Business lists of merchant wholesalers, supplemented by Social Security Administration records of business births since 1963. While the revised sample is similar in design to the previous sample, which was based on the 1958 Census of Business, data developed from the new sample are not comparable with data previously published in this series. These differences are due, in part, to sampling error, and, in part, to changes in the kind-of-business classification of individual firms between census years. To provide comparative data for the new series, each month during 1966 trend comparisons for the comparable month of 1965 will be derived from the new sample based on data for identical firms (see tables 5 and 7). A detailed description of the sample design and of the differences between the old and new samples is included on pages 9 and 10.

[1] An advance release of August 1966 data was issued on October 7, 1966.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June	July[1]	August	Total 8 months 1966
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,386	18,183	134,098
TOTAL (exc. farm products, raw materials)	13,762	13,905	16,608	15,559	15,702	16,690	15,241	16,912	124,379
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,462	8,272	60,721
Motor vehicles, automotive equipment, total	967	1,004	1,233	1,133	1,151	1,218	1,167	1,179	9,052
Automobiles, other motor vehicles	389	411	546	465	479	483	446	404	3,623
Automotive equipment, tires, tubes	578	593	687	669	672	735	720	775	5,429
Electrical goods, total	1,052	1,022	1,140	1,084	1,071	1,179	1,180	1,272	9,000
Electrical supplies, apparatus	412	425	482	491	523	546	491	552	3,922
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	658	593	548	633	689	720	5,078
Furniture, home furnishings, total	281	296	382	371	359	370	316	406	2,781
Home furnishings, floor coverings	186	206	271	267	244	253	226	290	1,943
Hardware, plumbing, heating equipment, supplies, total	621	638	761	772	770	831	766	841	6,000
Hardware	234	251	294	282	279	297	266	313	2,216
Plumbing and heating, supplies	316	319	378	391	394	418	393	425	3,034
Air conditioning, refrigeration equipment, supplies	71	69	89	99	96	116	107	103	750
Lumber, construction materials, total	685	672	840	869	910	939	824	931	6,670
Lumber, millwork	472	459	564	562	604	611	520	599	4,391
Construction materials	213	213	276	306	306	328	304	331	2,277
Machinery, equipment, supplies, total	1,684	1,752	2,171	2,069	2,015	2,145	1,942	2,155	15,933
Commercial, industrial machinery, equip	1,185	1,237	1,517	1,445	1,430	1,519	1,338	1,480	11,151
Construction machinery, equipment	223	268	333	334	319	343	304	312	2,436
Industrial machinery, equipment, supplies	817	822	1,011	955	952	1,010	889	987	7,443
Professional equipment, supplies	198	195	233	214	217	255	273	318	1,903
Service-establishment equipment, supplies	139	135	155	147	149	159	137	155	1,176
Metals, metalwork (except scrap), total	720	729	913	843	863	891	752	861	6,572
Iron, steel, and products	529	530	638	610	631	633	537	632	4,740
Nonferrous metals	191	199	274	233	233	259	215	228	1,832
Scrap, waste materials, total	412	381	498	471	469	477	414	474	3,596
Iron, steel scrap	230	204	278	253	258	267	227	255	1,972
Waste materials	182	177	220	218	210	210	186	222	1,625
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,911	73,377
TOTAL (exc. farm products, raw materials)	7,218	7,251	8,499	7,804	7,959	8,507	7,779	8,640	63,657
Groceries and related products, total	3,069	3,010	3,463	3,173	3,291	3,523	3,323	3,511	26,363
General-line groceries	1,202	1,141	1,272	1,206	1,217	1,316	1,245	1,287	9,886
Specialty-line groceries	799	818	940	830	881	938	902	967	7,075
Confectionery	93	90	108	91	91	94	86	92	745
Meat, meat products	579	538	658	592	631	647	590	669	4,904
Poultry, poultry products	144	156	176	159	156	167	152	170	1,280
Fresh fruits, vegetables	252	267	309	296	317	361	348	326	2,476
Beer, wine, distilled alcoholic bev., total	619	661	815	762	827	919	805	891	6,299
Beer	276	284	339	336	379	447	425	440	2,926
Wine, distilled spirits	343	377	477	426	448	472	381	451	3,375
Drugs, chemicals, allied products, total	607	580	688	630	635	669	608	683	5,100
Drugs, drug proprietaries, sundries	360	333	391	361	357	370	339	389	2,900
Paints, varnishes	31	34	41	39	42	41	37	38	303
Other chemicals, allied products	216	213	256	229	236	257	232	256	1,895
Tobacco, tobacco products	397	386	438	408	424	466	431	485	3,435
Dry goods, apparel, total	686	702	857	750	751	834	716	917	6,213
Apparel and accessories, hosiery, lingerie, footwear	299	318	399	326	311	366	357	457	2,833
Dry goods, notions	248	255	312	281	298	318	249	318	2,279
Paper, paper products, excluding wallpaper, total	463	453	550	503	526	554	490	568	4,107
Paper	348	342	419	390	408	432	385	438	3,162
Farm products (raw materials), total	1,256	1,155	1,289	1,131	1,259	1,213	1,146	1,270	9,719
Grain	802	718	856	771	908	872	829	932	6,688
Other nondurable goods, total	1,377	1,459	1,688	1,576	1,506	1,542	1,406	1,586	12,140
Amusement, sporting goods	197	194	217	222	215	243	218	249	1,755
Books, magazines, newspapers	96	98	113	101	99	109	108	118	842
Farm supplies	237	276	368	335	319	290	275	278	2,378

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations.)

Kind of business	January	February	March	April	May	June	July[1]	August
MERCHANT WHOLESALERS, TOTAL	18,213	18,508	18,861	18,949	19,028	19,141	19,325	19,468
TOTAL (excluding farm products, raw materials)	16,619	16,990	17,457	17,638	17,829	18,0[illegible]4	18,195	18,140
DURABLE GOODS, TOTAL	10,351	10,661	11,048	11,284	11,420	11,4[illegible]4	11,484	11,485
Motor vehicles, automotive equipment, total	1,841	1,936	2,057	2,057	2,012	2,030	2,027	2,050
Automotive equipment, tires, tubes	1,387	1,453	1,528	1,522	1,471	1,504	1,518	1,554
Electrical goods, total	1,473	1,478	1,518	1,539	1,622	1,647	1,624	1,602
Electrical supplies, apparatus	597	605	607	618	658	659	666	660
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	910	921	964	988	958	942
Hardware, plumbing, heating equip., supplies, total	1,221	1,264	1,306	1,329	1,383	1,366	1,330	1,316
Hardware	506	518	529	531	549	544	533	533
Plumbing and heating equipment, supplies	602	631	656	666	702	693	673	662
Machinery, equipment, supplies, total	2,867	2,983	3,131	3,212	3,186	3,229	3,285	3,322
Industrial machinery, equipment, supplies	1,148	1,219	1,265	1,310	1,303	1,313	1,343	1,381
Metals, metalwork (except scrap), total	1,248	1,211	1,223	1,277	1,298	1,271	1,282	1,266
Iron, steel, and products	1,093	1,063	1,052	1,114	1,140	1,114	1,110	1,094
NONDURABLE GOODS, TOTAL	7,862	7,847	7,813	7,665	7,608	7,647	7,842	7,982
TOTAL (excluding farm products, raw materials)	6,268	6,330	6,410	6,354	6,409	6,520	6,711	6,654
Groceries and related products, total	1,812	1,863	1,847	1,846	1,859	1,865	1,917	1,878
General-line groceries	910	935	953	940	931	903	908	922
Beer, wine, distilled alcoholic beverages, total	746	731	788	760	835	827	833	821
Wine, distilled spirits	564	544	588	563	625	619	627	612
Drugs, chemicals, allied products, total	756	741	772	771	781	805	842	839
Drugs, drug proprietaries, druggists' sundries	521	505	524	524	525	542	567	570
Paper, paper products (excluding wallpaper), total	454	478	518	515	520	537	550	554
Paper	317	337	367	362	362	372	382	380

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June	July[1]	August
MERCHANT WHOLESALERS, TOTAL	121	123	105	114	112	107	118	107
TOTAL (excluding farm products, raw materials)	121	122	105	113	113	108	119	107
DURABLE GOODS, TOTAL	158	160	136	145	147	140	154	139
Motor vehicles, automotive equipment, total	190	193	167	182	175	167	174	174
Automotive equipment, tires, tubes	240	245	222	228	219	205	211	201
Electrical goods, total	140	145	133	142	151	140	138	126
Electrical supplies, apparatus	145	142	126	126	126	121	136	120
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	138	155	176	156	139	131
Hardware, plumbing, heating equip., supplies, total	197	198	172	172	180	164	174	156
Hardware	216	206	180	188	197	183	200	170
Plumbing and heating equipment, supplies	191	198	174	170	178	166	171	156
Machinery, equipment, supplies, total	170	170	144	155	158	151	169	154
Industrial machinery, equipment, supplies	141	148	125	137	137	130	151	140
Metals, metalwork (except scrap), total	173	166	134	151	150	143	170	147
Iron, steel, and products	207	201	165	183	181	176	207	173
NONDURABLE GOODS, TOTAL	93	93	80	86	83	79	88	81
TOTAL (excluding farm products, raw materials)	87	87	75	81	81	77	86	77
Groceries and related products, total	59	62	53	58	56	53	58	53
General-line groceries	76	82	75	78	76	69	73	72
Beer, wine, distilled alcoholic beverages, total	121	111	97	100	101	90	103	92
Wine, distilled spirits	164	144	123	132	140	131	165	136
Drugs, chemicals, allied products, total	125	128	112	122	123	120	138	123
Drugs, drug proprietaries, druggists' sundries	145	152	134	145	147	146	167	147
Paper, paper products, excluding wallpaper, total	98	106	94	102	99	97	112	98
Paper	91	99	88	93	89	86	99	87

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 4.—ESTIMATED MONTHLY SALES, INVENTORIES, AND STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Sales and inventories in millions of dollars. Stock-sales ratios in percent.)

Kind of business	January	February	March	April	May	June	July[1]	August
	Sales ADJUSTED for seasonal variations and trading day differences							
MERCHANT WHOLESALERS, TOTAL	16,981	16,779	17,334	16,966	16,880	17,438	17,026	17,357
TOTAL (excl. farm products, raw materials)	15,550	15,508	16,044	15,710	15,563	16,024	15,791	16,057
DURABLE GOODS, TOTAL	7,563	7,538	7,887	7,718	7,601	7,637	7,644	7,779
Motor vehicles, automotive equipment	1,106	1,139	1,205	1,099	1,137	1,125	1,141	1,133
Electrical goods	1,195	1,132	1,139	1,190	1,162	1,140	1,225	1,195
Furniture, home furnishings	322	330	358	382	364	374	352	374
Hardware, plumbing, heating equipment	767	761	794	778	750	754	750	745
Lumber, construction materials	873	836	856	877	850	843	784	800
Machinery, equipment, supplies	1,901	1,969	2,033	1,975	1,922	1,963	2,004	2,088
Metals, metalwork (except scrap)	808	792	846	813	808	822	783	833
Scrap, waste materials	431	397	457	448	454	460	467	464
Jewelry								
NONDURABLE GOODS, TOTAL	9,418	9,241	9,447	9,248	9,279	9,800	9,382	9,578
TOTAL (excl. farm products, raw materials)	7,987	7,970	8,157	7,992	7,962	8,386	8,147	8,278
Groceries and related products	3,286	3,276	3,333	3,282	3,272	3,431	3,353	3,396
Beer, wine, distilled alcoholic beverages	812	826	810	806	806	885	820	853
Drugs, chemicals, allied products	650	641	650	639	637	647	647	647
Tobacco, tobacco products	447	438	438	424	424	443	428	455
Dry goods, apparel	817	745	795	774	798	838	771	833
Paper, paper products, excluding wallpaper	498	496	531	513	527	541	527	536
Farm products (raw materials)	1,431	1,271	1,290	1,256	1,317	1,414	1,235	1,300
Other nondurable goods	1,477	1,547	1,600	1,555	1,498	1,603	1,602	1,559
	Inventories ADJUSTED for seasonal variations							
MERCHANT WHOLESALERS, TOTAL	18,231	18,580	18,881	19,008	19,149	19,310	19,444	19,588
TOTAL (excl. farm products, raw materials)	16,920	17,257	17,538	17,593	17,667	17,852	18,079	18,114
DURABLE GOODS, TOTAL	10,571	10,809	10,995	11,209	11,239	11,318	11,349	11,470
Motor vehicles, automotive equipment	1,863	1,940	2,017	2,055	1,970	1,969	2,019	2,090
Electrical goods	1,525	1,497	1,545	1,544	1,593	1,586	1,624	1,605
Hardware, plumbing, heating equipment	1,271	1,274	1,275	1,306	1,344	1,315	1,286	1,307
Machinery, equipment, supplies	2,893	3,038	3,131	3,193	3,133	3,250	3,239	3,319
Metals, metalwork (except scrap)	1,253	1,223	1,235	1,268	1,292	1,277	1,277	1,249
NONDURABLE GOODS, TOTAL	7,660	7,771	7,886	7,800	7,910	7,992	8,095	8,118
TOTAL (excl. farm products, raw materials)	6,349	6,448	6,543	6,384	6,428	6,534	6,729	6,644
Groceries and related products	1,807	1,857	1,840	1,843	1,852	1,892	1,976	1,940
Beer, wine, distilled alcoholic beverages	785	809	831	762	824	830	838	822
Drugs, chemicals, allied products	768	758	777	760	783	815	845	830
Paper, paper products, excluding wallpaper	467	501	524	500	522	531	537	541
	Stock-sales ratios based on ADJUSTED data							
MERCHANT WHOLESALERS, TOTAL	107	111	109	112	113	111	114	113
TOTAL (excl. farm products, raw materials)	109	111	109	112	114	111	114	113
DURABLE GOODS, TOTAL	140	143	139	145	148	148	148	147
Motor vehicles, automotive equipment	168	170	167	187	173	175	177	184
Electrical goods	128	132	136	130	137	139	133	134
Hardware, plumbing, heating equipment	166	167	161	168	179	174	171	175
Machinery, equipment, supplies	152	154	154	162	163	166	162	159
Metals, metalwork (except scrap)	155	154	146	156	160	155	163	150
NONDURABLE GOODS, TOTAL	81	84	83	84	85	82	86	85
TOTAL (excl. farm products, raw materials)	79	81	80	80	81	78	83	80
Groceries and related products	55	57	55	56	56	55	59	57
Beer, wine, distilled alcoholic beverages	97	98	103	95	102	94	102	96
Drugs, chemicals, allied products	118	118	120	119	123	126	131	128
Paper, paper products, excluding wallpaper	94	101	99	98	99	98	102	101

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 5.--PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: AUGUST 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	August 1966 from--		8 months 1966 from 8 months 1965	August 1966 from--		August 1966 from--		August 1966 from--	
	August 1965	July 1966		August 1965	July 1966	August 1965	July 1966	August 1965	July 1966
MERCHANT WHOLESALERS, TOTAL	+14	+11	+10	+12	+1	+10	+2	+12	+1
TOTAL (excluding farm products, raw materials)	+14	+11	+10	+10	0	+10	+2	+10	0
DURABLE GOODS, TOTAL	+13	+11	+11	+9	0	+10	+2	+9	+1
Motor vehicles, automotive equipment, total	+19	+1	+11	+12	+1	+15	-1	+12	+4
Automobiles, other motor vehicles	+39	-10	+19	+19	-3	-	-	-	-
Automotive equipment, tires, tubes	+11	+8	+6	+10	+2	-	-	-	-
Electrical goods, total	+13	+8	+16	+8	-1	+9	-2	+8	-1
Electrical supplies, apparatus	+11	+12	+14	+7	-1	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+15	+4	+18	+8	-2	-	-	-	-
Furniture, home furnishings, total	+12	+28	+10	+12	+2	+10	+6	+12	+1
Furniture-household, office	+18	+28	+8	+7	+3	-	-	-	-
Home furnishings, floor coverings	+10	+28	+11	+13	+1	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+11	+10	+11	+8	-1	+8	-1	+8	+2
Hardware	+14	+18	+12	+8	0	-	-	-	-
Plumbing and heating equipment, supplies	+9	+8	+11	+8	-2	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+11	-4	+10	+6	-2	-	-	-	-
Lumber, construction materials, total	+3	+13	+4	+4	-2	-1	+2	+4	-1
Lumber, millwork	+2	+15	+5	+4	-1	-	-	-	-
Construction materials	+5	+9	+3	+3	+1	-	-	-	-
Machinery, equipment, supplies, total	+17	+11	+14	+13	+1	+13	+4	+14	+2
Commercial, industrial machinery, equipment, supplies	+17	+11	+15	+11	+1	-	-	-	-
Commercial machines, equipment	+9	+25	+16	+13	+1	-	-	-	-
Construction machinery, equipment	+13	+3	+14	+16	-2	-	-	-	-
Industrial machinery, equipment, supplies	+20	+11	+16	+9	+3	-	-	-	-
Professional equipment, supplies	+18	+16	+14	+21	+3	-	-	-	-
Service-establishment equipment, supplies	+15	+13	+11	+19	+4	-	-	-	-
Metals, metalwork (except scrap), total	+15	+15	+9	+4	-1	+11	+6	+4	-2
Iron, steel, and products	+19	+18	+8	0	-1	-	-	-	-
Nonferrous metals	+5	+6	+14	+35	+1	-	-	-	-
Scrap, waste materials, total	+9	+15	+11	+2	-3	+6	-1	+2	-1
Iron, steel scrap	+6	+12	+8	+5	+1	-	-	-	-
Waste materials	+14	+18	+18	-3	-10	-	-	-	-
Jewelry	+14	+49	+22	(X)	(X)	+10	+5	(X)	(X)
NONDURABLE GOODS, TOTAL	+14	+11	+10	+15	+2	+11	+2	+15	0
TOTAL (excluding farm products, raw materials)	+14	+11	+9	+12	-1	+10	+2	+12	-1
Groceries and related products, total	+13	+6	+8	+11	-2	+9	+1	+11	-2
General-line groceries	+10	+3	+8	+5	+2	-	-	-	-
Specialty-line groceries	+11	+7	+6	+20	-7	-	-	-	-
Confectionery	+29	+6	+10	+1	0	-	-	-	-
Meats, meat products	+19	+13	+16	+20	+3	-	-	-	-
Poultry, poultry products	+13	+12	+10	+10	+2	-	-	-	-
Fresh fruits, vegetables	+19	-6	+1	+6	-7	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+10	+11	+7	+10	-1	+6	+4	+10	-2
Beer	+12	+4	+8	+5	+1	-	-	-	-
Wine, distilled spirits	+9	+18	+6	+11	-2	-	-	-	-
Drugs, chemicals, allied products, total	+13	+12	+8	+11	0	+9	0	+11	-2
Drugs, drug proprietaries, druggists' sundries	+10	+15	+9	+10	0	-	-	-	-
Paints, varnishes	+8	+2	+3	-1	-2	-	-	-	-
Other chemicals, allied products	+19	+10	+7	+19	-2	-	-	-	-
Tobacco, tobacco products	+11	+13	+5	+4	+1	+8	+6	+5	-1
Dry goods, apparel, total	+16	+28	+10	(X)	(X)	+13	+8	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+10	+28	+10	+18	-2	-	-	-	-
Dry goods, notions	+13	+28	+10	(X)	(X)	-	-	-	-
Piece goods converters	+44	+28	+12	(X)	(X)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+16	+16	+12	+10	+1	+12	+2	+10	+1
Paper	+16	+14	+12	+10	-1	-	-	-	-
Stationery, office supplies	+15	+25	+14	+11	+4	-	-	-	-
Farm products (raw materials), total	+20	+11	+15	+32	+17	+16	+5	+32	+8
Cotton	+33	+46	-14	(X)	(X)	-	-	-	-
Grain	+21	+12	+20	(X)	(X)	-	-	-	-
Other nondurable goods, total	+16	+13	+10	+10	0	+14	-3	+10	-1
Amusement, sporting goods	+13	+14	+16	+8	-3	-	-	-	-
Books, magazines, newspapers	+13	+10	+7	+11	-2	-	-	-	-
Farm supplies	+23	+1	+5	+10	+4	-	-	-	-

Note: Extensive corrections have been carried to year-ago trends, in both sales and inventories, since the advance release dated October 7, 1966.
(X) Withheld due to extreme variability of reported data or a high nonresponse rate.
[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes due to births and deaths during the period compared. However, they are believed to represent the changes from a year ago more accurately than if a comparison were made between the new series and the same month a year ago in the old series.

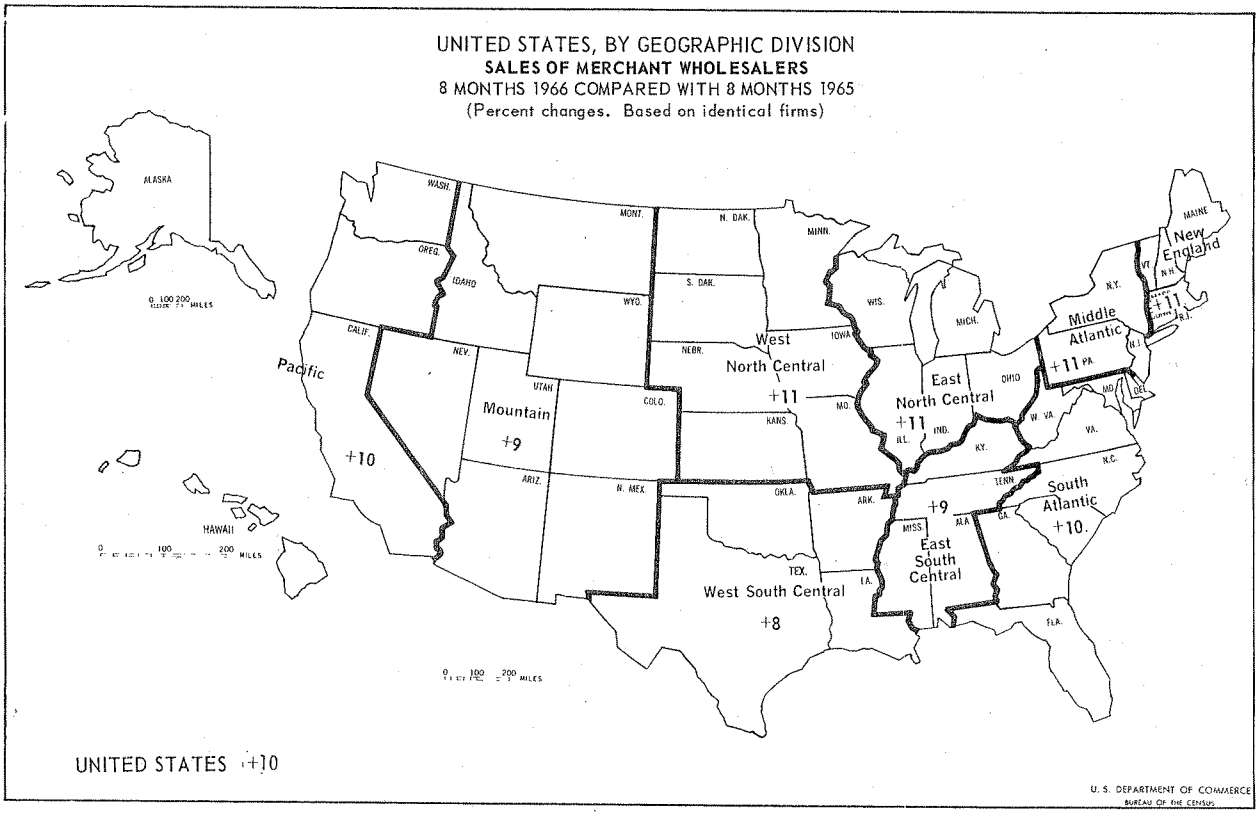


Table 6.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS AND SAMPLING ERRORS, BY GEOGRAPHIC DIVISION: 1966

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business	January	February	March	April	May	June	July[1]	August	Total 8 months	Sampling error of the monthly dollar estimate	
										Range	Median
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,386	18,183	134,098	0.6-1.2	0.8
New England	719	725	896	811	820	909	800	890	6,570	4-6	5
Middle Atlantic	4,116	4,313	5,166	4,659	4,824	5,103	4,475	5,088	37,745	2-2	2
East North Central	2,973	2,874	3,352	3,207	3,302	3,487	3,142	3,465	25,802	2-3	2
West North Central	1,223	1,185	1,416	1,359	1,374	1,444	1,388	1,512	10,901	2-6	4
South Atlantic	1,452	1,496	1,771	1,682	1,659	1,726	1,641	1,798	13,225	3-4	3
East South Central	817	731	850	809	816	832	816	938	6,609	4-5	4
West South Central	1,300	1,309	1,514	1,412	1,388	1,448	1,321	1,409	11,102	3-5	3
Mountain	418	434	513	462	477	512	503	510	3,829	6-8	7
Pacific	1,999	1,993	2,420	2,288	2,301	2,441	2,300	2,573	18,315	2-3	3
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,462	8,272	60,721	0.8-1.2	0.9
New England	305	308	402	368	374	406	351	393	2,908	4-7	6
Middle Atlantic	1,599	1,634	2,030	1,864	1,886	2,004	1,721	1,943	14,682	2-3	2
East North Central	1,411	1,395	1,681	1,624	1,634	1,724	1,579	1,800	12,848	2-3	2
West North Central	451	462	565	562	543	587	548	584	4,302	4-5	4
South Atlantic	733	726	866	868	873	890	823	897	6,676	3-5	4
East South Central	333	324	378	371	372	394	385	434	2,991	4-6	5
West South Central	597	620	737	723	700	717	642	686	5,422	4-7	5
Mountain	176	197	242	218	223	252	253	257	1,819	6-10	8
Pacific	939	986	1,208	1,157	1,137	1,208	1,160	1,278	9,073	3-4	2
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,911	73,377	1.1-2.0	1.4
New England	414	416	494	443	446	503	449	497	3,662	5-8	6
Middle Atlantic	2,516	2,679	3,136	2,795	2,939	3,099	2,754	3,145	23,063	2-4	3
East North Central	1,562	1,480	1,671	1,583	1,668	1,762	1,563	1,665	12,954	3-5	3
West North Central	772	723	850	797	831	857	840	928	6,599	4-7	5
South Atlantic	719	770	905	814	786	836	818	901	6,549	4-7	5
East South Central	485	407	472	438	443	438	431	504	3,618	6-8	7
West South Central	704	689	777	689	688	731	680	723	5,681	5-7	5
Mountain*	241	236	270	244	254	260	250	253	2,009	9-11	*1
Pacific	1,060	1,007	1,212	1,131	1,164	1,233	1,140	1,295	9,242	3-5	

*Note that data for this division are subject to a high sampling error.
[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
AUGUST 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in--					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	August 1966 from--		8 months 1966 from 8 months 1965	August 1966 from--						
	August 1965	July 1966		August 1965	July 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+14	+11	+10	+12	+1	0.9	0.5	0.5	0.9	0.3
New England	+12	+11	+11	+10	-1	4	2	2	4	1
Middle Atlantic	+12	+14	+11	+11	0	2	1	1	1	1
East North Central	+15	+10	+11	+13	+1	2	1	1	2	1
West North Central	+12	+9	+11	+16	+1	3	2	2	2	1
South Atlantic	+12	+10	+10	+15	+1	3	1	1	2	1
East South Central	+16	+15	+9	*+14	+6	3	2	2	*12	1
West South Central	+10	+7	+8	+7	+1	3	2	2	2	1
Mountain	+9	+1	+9	+3	-1	4	2	3	4	1
Pacific	+17	+12	+10	+10	+1	3	1	2	2	1
Durable goods, total	+13	+11	+11	+9	0	1.0	0.6	0.6	0.8	0.2
New England	+12	+12	+12	+9	0	5	2	1	4	1
Middle Atlantic	+10	+13	+13	+10	+1	2	1	1	2	1
East North Central	+14	+14	+14	+7	+1	3	1	2	2	1
West North Central	+10	+7	+12	+10	-1	4	2	2	3	1
South Atlantic	+12	+9	+12	+12	-1	4	2	3	3	1
East South Central	+16	+13	+12	+12	0	5	3	3	4	1
West South Central	+12	+7	+10	+8	-1	4	2	2	3	1
Mountain	+7	+2	+10	+3	-2	6	3	5	4	1
Pacific	+16	+10	+10	+13	+1	4	2	2	2	1
Nondurable goods, total	+14	+11	+10	+15	+2	1.1	0.7	1.5	1.4	0.5
New England	+12	+11	+10	+10	-3	5	3	6	5	2
Middle Atlantic	+14	+14	+10	+16	-1	2	1	2	2	1
East North Central	+15	+7	+9	+17	+1	3	2	2	2	1
West North Central	+13	+10	+10	+21	+2	4	3	4	4	1
South Atlantic	+13	+10	+9	+14	+5	3	2	3	3	1
East South Central	+16	+17	+6	(X)	+12	5	2	5	-	2
West South Central	+8	+6	+6	+6	+5	4	2	6	3	1
Mountain	+12	+1	+8	+2	+1	6	2	6	6	1
Pacific	+17	+14	+9	+8	+2	4	2	3	3	1
Automotive equipment, tire, tubes	+11	+8	+6	+10	+2	3	2	2	3	1
New England	(X)	+13	(X)	(X)	-1	-	4	-	-	1
Middle Atlantic	(X)	+8	-2	+14	+1	-	4	5	7	1
East North Central	+8	+11	+3	+4	+7	8	3	5	7	1
West North Central	+3	+3	+12	(X)	(X)	9	3	6	-	-
South Atlantic	-1	+8	+3	(X)	(X)	7	3	3	-	-
East South Central	(X)	+10	+2	(X)	+2	-	3	7	-	2
West South Central	(X)	+2	+8	(X)	+1	-	4	9	-	1
Mountain	(X)	+6	+5	(X)	(X)	-	3	6	-	-
Pacific	+21	+6	+10	+6	+6	9	2	4	9	2
Electrical supplies, apparatus	+11	+12	+14	+7	-1	3	2	2	2	1
New England	(X)	(X)	+17	(X)	(X)	-	-	6	-	-
Middle Atlantic	+19	+8	+14	+14	-1	9	4	5	5	1
East North Central	+9	+13	+15	+10	0	5	4	3	4	1
West North Central	(X)	+11	+15	(X)	+1	-	4	3	-	2
South Atlantic	(X)	+17	+16	+1	-2	-	4	4	5	2
East South Central	(X)	(X)	+14	+4	-2	-	-	7	8	2
West South Central	(X)	+13	+10	-3	-3	-	4	7	8	2
Mountain	(X)	(X)	+23	(X)	+3	-	-	4	-	3
Pacific	+7	+12	+16	+14	0	7	3	5	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+15	+4	+18	+8	-2	3	2	2	2	1
New England	(X)	(X)	+21	(X)	+2	-	-	7	-	3
Middle Atlantic	+14	+3	+16	+2	-1	7	4	5	7	1
East North Central	+10	0	+22	+13	+1	8	3	5	7	2
West North Central	(X)	+3	+25	+6	-2	-	4	3	8	2
South Atlantic	(X)	+6	+20	+15	-4	-	5	3	8	2
East South Central	(X)	+12	+21	(X)	0	-	6	4	-	2
West South Central	(X)	+1	+19	(X)	0	-	4	6	-	2
Pacific	+15	+9	+14	+7	-4	8	3	3	8	2
Furniture, home furnishings, total	+12	+28	+10	+12	+2	2	2	2	3	1
New England	+12	(X)	+6	(X)	0	6	-	6	-	2
Middle Atlantic	+14	+30	+8	+2	(X)	4	3	3	6	-
East North Central	+11	(X)	+16	+13	+1	5	-	6	7	1
West North Central	+9	+24	+9	(X)	-6	4	8	8	-	2
South Atlantic	+15	+26	+10	+8	-1	5	3	3	9	2
East South Central	(X)	(X)	+10	(X)	+9	-	-	7	-	2
West South Central	+18	+35	+12	(X)	+2	5	5	5	-	2
Mountain	+18	(X)	+13	(X)	+9	6	-	8	-	2
Pacific	+12	+25	+6	+10	0	3	6	6	8	1
Hardware	+14	+18	+12	+8	0	3	1	2	2	1
New England	(X)	+6	+12	(X)	0	-	4	5	-	1
Middle Atlantic	(X)	+14	+14	(X)	(X)	-	5	5	-	-
East North Central	+17	+18	+16	+7	-1	5	2	2	5	1
West North Central	+11	+25	+7	+3	-4	9	4	6	7	1
South Atlantic	+7	+18	+14	+11	+4	8	4	3	8	1
East South Central	+9	+19	+11	+5	-4	5	2	2	4	1
West South Central	(X)	(X)	+5	-13	-2	-	-	5	7	1
Mountain	(X)	+12	+10	+23	-1	-	4	4	8	2
Pacific	+14	+25	+15	+12	(X)	6	4	4	7	-
Plumbing and heating equipment, supplies	+9	+8	+11	+8	-2	2	2	2	2	1
New England	(X)	+3	+11	(X)	(X)	-	5	6	-	-
Middle Atlantic	+9	+7	+13	+8	-2	7	4	4	5	1
East North Central	+3	+9	+13	+13	-2	8	3	3	6	1
West North Central	(X)	+8	+19	+18	0	-	4	5	7	2
South Atlantic	+13	+9	+9	0	-3	8	3	3	8	1
East South Central	(X)	+10	+20	(X)	-2	-	7	5	-	1
West South Central	(X)	(X)	+8	(X)	-3	-	-	8	-	2
Mountain	(X)	(X)	+9	(X)	(X)	-	-	8	-	-
Pacific	(X)	+12	+7	+6	-3	-	3	3	7	1

See footnotes at end of table.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
AUGUST 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in--					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	August 1966 from--		8 months 1966 from 8 months 1965	August 1966 from--						
	August 1965	July 1966		August 1965	July 1966					
	A	B	C	D	E	A	B	C	D	E
Lumber, construction materials, total	+3	+13	+4	+4	-2	3	2	2	3	1
New England	(X)	+13	+13	(X)	-1	-	6	7	-	2
Middle Atlantic	(X)	(X)	+2	-4	-1	-	-	8	6	2
East North Central	+6	+9	+9	+16	-4	8	4	5	6	1
West North Central	(X)	(X)	+7	+4	-3	-	-	7	7	2
South Atlantic	+2	+6	+4	-6	-1	9	4	4	7	2
East South Central	(X)	(X)	+2	(X)	+1	-	-	8	-	3
West South Central	(X)	+1	0	(X)	-13	-	6	7	-	1
Mountain	(X)	+13	-2	(X)	(X)	-	4	7	-	-
Pacific	+10	+12	-1	+7	-1	8	3	5	7	2
Industrial machinery, equipment supplies distributors	+20	+11	+16	+9	+3	4	2	3	3	1
New England	(X)	(X)	+17	(X)	+3	-	-	8	-	2
Middle Atlantic	(X)	+9	+13	-4	(X)	-	5	7	7	-
East North Central	(X)	+13	+20	+14	+4	-	4	5	7	1
West South Central	+10	+8	+9	+1	-2	8	4	5	6	1
Pacific	(X)	(X)	+20	(X)	+5	-	-	5	-	1
General-line grocery wholesalers	+10	+3	+8	+5	+2	2	1	1	2	1
New England	(X)	+11	+9	(X)	0	-	3	5	-	2
Middle Atlantic	+15	+1	+13	+8	+1	6	2	2	6	1
East North Central	+11	+3	+9	+11	+1	4	1	2	4	1
West North Central	+5	-1	+6	+3	+5	4	1	3	6	1
South Atlantic	+9	+7	+9	+11	+5	7	3	2	8	1
East South Central	(X)	+11	+7	(X)	+3	-	6	5	-	2
West South Central	0	-1	+8	+6	+2	5	2	3	6	2
Mountain	+2	(X)	+6	+6	-2	4	-	1	4	1
Pacific	+14	+14	+3	-4	-2	4	1	1	2	1
Specialty-line grocery wholesalers	+11	+7	+6	+20	-7	3	1	3	4	1
Middle Atlantic	+3	+7	+4	+32	-11	8	3	7	7	2
East North Central	+10	0	+6	+12	-7	7	2	2	7	2
West North Central	(X)	+3	+7	(X)	-1	-	3	8	-	1
South Atlantic	(X)	+8	+8	(X)	+2	-	4	7	-	3
East South Central	(X)	+10	(X)	(X)	+3	-	3	-	-	5
West South Central	(X)	(X)	+6	(X)	-10	-	4	5	-	2
Mountain	+5	+5	-1	+10	+2	-	4	-	-	
Pacific	+17	(X)	+6	(X)	-7	9	-	5	-	
Fresh fruit, vegetable wholesalers	+19	-6	+1	+6	-7	4	2	2	4	2
New England	(X)	-8	+5	(X)	(X)	-	6	6	-	-
Middle Atlantic	+32	+1	+1	(X)	-14	8	5	5	-	5
East North Central	+21	-15	+2	(X)	-6	9	5	5	-	3
West North Central	(X)	(X)	+3	+6	-6	-	-	7	8	1
South Atlantic	-3	-7	0	(X)	-11	7	5	5	-	4
East South Central	(X)	-11	+2	(X)	(X)	-	4	4	-	-
West South Central	(X)	+3	0	(X)	(X)	-	4	5	-	-
Mountain	(X)	-10	(X)	(X)	-8	-	6	-	-	3
Pacific	(X)	+2	-1	(X)	-5	-	5	8	-	4
Drug wholesalers (general and specialty lines)	+10	+15	+9	+10	0	3	1	2	2	1
New England	(X)	(X)	+15	(X)	0	-	-	8	-	2
Middle Atlantic	+10	+17	+10	+13	(X)	6	3	3	7	-
East North Central	+12	+16	+9	+10	-2	5	3	3	6	1
West North Central	(X)	+21	+13	(X)	0	-	3	5	-	2
South Atlantic	+9	+14	+8	+8	+5	6	3	4	5	1
East South Central	+13	+15	+7	(X)	(X)	9	2	5	-	-
West South Central	+4	+20	+5	+3	0	6	2	2	5	1
Pacific	+7	+12	+11	+15	+2	5	2	3	5	1
Tobacco distributors	+11	+13	+5	+4	+1	2	1	1	3	1
New England	+18	+6	+7	(X)	-11	9	3	5	-	2
Middle Atlantic	+4	+5	+2	-3	-1	6	2	2	6	1
East North Central	+17	+7	+6	+5	+4	6	2	3	7	2
West North Central	+6	+12	+7	-1	+6	9	2	6	9	2
South Atlantic	+6	(X)	+6	+4	(X)	7	-	5	8	-
East South Central	(X)	+5	+3	(X)	+1	-	3	9	-	2
West South Central	+12	+7	+5	(X)	+4	9	2	5	-	1
Mountain	(X)	(X)	+4	(X)	-3	-	-	5	-	2
Pacific	+18	+13	+5	+13	0	8	2	3	7	2
Dry goods, apparel wholesalers	+16	+28	+10	(X)	(X)	3	2	2	-	-
New England	(X)	(X)	+16	(X)	-3	-	-	6	-	2
Middle Atlantic	+20	+30	+10	+39	-1	4	2	2	5	1
East North Central	(X)	+30	(X)	(X)	(X)	-	6	-	-	-
West North Central	(X)	(X)	+9	(X)	-3	-	-	9	-	4
South Atlantic	(X)	(X)	+10	(X)	-2	-	-	7	-	3
West South Central	(X)	(X)	+12	(X)	(X)	-	-	6	-	-
Pacific	(X)	+22	+13	(X)	-2	-	5	8	-	3

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map page 6.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 12).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflec the changes due to births and deaths during the period compared.

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 15 through 17.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 8 and 9. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 will be derived from the new sample (see item 6. Estimating Procedures).

Some users may have a more immediate need for comparative data for prior years. The Bureau is now preparing, on the basis of the relationship between the new and old sample data for the first 6 months of 1965, a preliminary series for 1964 and 1965 for each kind-of-business group. These data will be available upon request.

4. Currently Published Data

Sales.--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.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 37 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Table 8.—COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales		
	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9
TOTAL (excl. farm products, raw materials)	13,762	13,153	4.6
DURABLE GOODS, TOTAL	6,544	6,127	6.8
Motor vehicles, automotive equipment, total	967	887	9.0
Automobiles, other motor vehicles	389	333	16.8
Automotive equipment, tires, tubes	578	554	4.3
Electrical goods, total	1,052	929	13.2
Electrical supplies, apparatus	412	367	12.3
Electrical appliances, TV, ratio sets, electronic parts, equipment	640	562	13.9
Furniture, home furnishings, total	281	259	8.5
Home furnishings, floor coverings	186	182	2.2
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0
Hardware	234	225	4.0
Plumbing and heating equipment, supplies	316	310	1.9
Air conditioning, refrigeration equipment supplies	71	68	4.4
Lumber, construction materials, total	685	560	22.3
Lumber, millwork	472	376	25.5
Construction materials	213	184	15.8
Machinery, equipment, supplies, total	1,684	1,687	-0.2
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9
Construction machinery, equipment	223	226	-1.3
Industrial machinery, equipment, supplies	817	857	-4.7
Professional equipment, supplies	198	174	13.8
Service-establishment equipment, supplies	139	131	6.1
Metals, metalwork (except scrap), total	720	713	1.0
Scrap, waste materials, total	412	403	2.2
Iron, steel scrap	230	248	-7.3
Waste materials	182	155	17.4
NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
Groceries and related products, total	3,069	2,963	3.6
General-line groceries	1,202	1,109	8.4
Specialty-line groceries	799	838	-4.7
Confectionery	93	74	25.7
Poultry, poultry products	144	131	9.9
Fresh fruits, vegetables	252	272	-7.4
Beer, wine, distilled alcoholic bev., total	619	618	0.2
Beer	276	231	19.5
Wine, distilled spirits	343	387	-11.4
Drugs, chemicals, allied products, total	607	577	5.2
Drugs, drug proprietaries, sundries	360	341	5.6
Paints, varnishes	31	27	14.8
Other chemicals, allied products	216	209	3.3
Tobacco, tobacco products	397	383	3.7
Dry goods, apparel, total	686	664	3.3
Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
Dry goods, notions	248	253	-2.0
Paper, paper products, excluding wallpaper, total	463	446	3.8
Paper	348	375	-7.2
Farm products (raw materials), total	1,256	1,160	8.3
Grain	802	709	13.1
Other nondurable goods, total	1,377	1,373	0.3
Amusement, sporting goods	197	134	47.0
Books, magazines, newspapers	96	94	2.1
Coal	60	74	-18.9
Farm supplies	237	221	7.2

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 9.—COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excl. farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	454	469	-3.2	98	105	-6.7
Paper	317	374	-15.2	91	100	-9.1

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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 items not held for sale, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Current month to previous month inventory trends are based on dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 11 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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.

1966 estimates

The January 1966 "composite" estimate for the new series was a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month in the February 1966 survey. The February 1966 preliminary "composite" estimate was 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 following months the preliminary composite estimates are to 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 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.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 6, 7, and 10. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago month. The sampling errors of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 10. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 estimates. 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 16 percent of the total sales and 29 percent of total inventories were 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 10 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.005 to 1.029.

Table 10.--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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5-2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	-	-
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 11.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Seasonal and trading day adjustment factors for sales																								
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials).....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
Seasonal adjustment factors for inventories																								
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials).....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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.

Serivice-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 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 distrubution 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—billiard 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, novelities, 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.

COUNTY BUSINESS PATTERNS: 1965

SMALL-AREA DATA BY INDUSTRY GROUPS NOW ISSUED ANNUALLY IN STATE REPORTS

WHAT is the market? **HOW big is the market?** **WHERE is the market?**

Sales and marketing executives asking these questions will find a valuable tool for establishing their market facts in COUNTY BUSINESS PATTERNS, a standard reference book on small-area data since 1946, issued by the Bureau of the Census in convenient, easy-to-use State reports and in a U.S. summary.

County-by-county statistics, as well as standard metropolitan statistical area, State and U.S. totals are presented by kind of business on:

- Employment
- Taxable payrolls
- Number and employment-size of reporting units

These statistics are shown for detailed kinds of business under the following broad industry groups: agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; transportation and other public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

Businessmen, market researchers, and industrial and civic planners will find County Business Patterns reports useful for:

- Analyzing market potential
- Determining the size and location of sales territories
- Establishing sales quotas and advertising budgets
- Comparing past sales volume with potentials by areas
- Locating production, marketing, or service facilities

First reports in the 1965 series are now available. For order form, write to Publications Distribution Section, Bureau of the Census, Washington, D.C., 20233, of any Department of Commerce field office.

Data published in this series will also be available on punchcards and computer tapes. For information on costs and availability, write to the Business Division, Bureau of the Census, Washington, D.C., 20233.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business--for all 3-digit SIC industries and for selected 4-digit SIC industries--by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are--

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

☆ U. S. GOVERNMENT PRINTING OFFICE : 1966 251-968/9

MONTHLY WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary
William H. Shaw, Asst. Secy., Economic Affairs

BUREAU OF THE CENSUS
A. Ross Eckler, Director

SEPTEMBER 1966

BW-66-9

SALES AND INVENTORIES

FOR RELEASE
November 17, 1966[1]

SALES

September sales of merchant wholesalers, estimated at $17.6 billion, were down 3 percent from the August level but 8 percent above September sales a year ago. Cumulative sales for the 9 months of 1966 totaled $151.5 billion, an increase of 10 percent over the similar period in 1965.

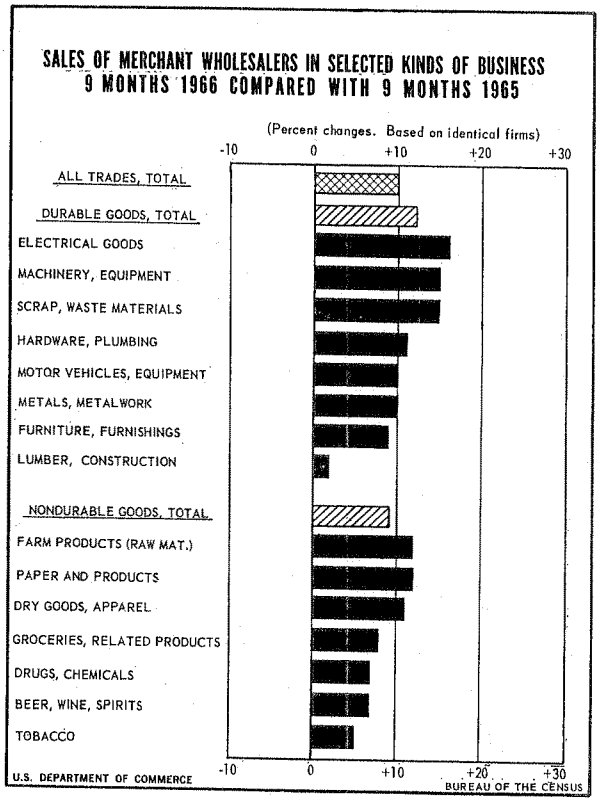
After adjustment for seasonal variations and trading day differences, but not for price changes, September sales amounted to $17.1 billion, slightly (-1%) below the previous month level but 9 percent above September 1965. Adjusted sales in the durable goods trades declined 2 percent from the previous month level but were 7 percent above September 1965; adjusted nondurable goods sales were unchanged from the previous month level but were 10 percent above September sales a year ago.

Based on the adjusted data, most trade groups showed little or no change from previous month sales levels. Gains were reported in beer, wine, spirits (3%), tobacco, tobacco products (3%), jewelry, (1%), and groceries, related products (1%); the sharper declines were registered in scrap, waste materials (-10%), lumber, construction materials (-7%), and dry goods, apparel (-6%).

A comparison of adjusted sales for September 1966 with those for September 1965 showed increases in all trades except lumber, construction materials (down 8%) and motor vehicles, automotive equipment (down 1%). Among the trades reporting the larger gains were jewelry (17%), paper, paper products (15%), machinery, equipment, supplies (14%), electrical goods (13%), and metals, metalwork (13%).

INVENTORIES

Total inventories of merchant wholesalers were valued at $19.6 billion at the end of September. After adjustment for seasonal variations, September inventories were slightly (-1%) below August inventories but 9 percent above a year ago. Stocks in both the durable and nondurable goods trades, after adjustment, were slightly (-1%) below their August levels. However, stocks of durables were 9 percent above a year ago and nondurable stocks were 10 percent above a year ago.



Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. However, changes from year-ago stock levels were more substantial, with farm products--raw materials (up 39%), machinery, equipment, supplies (up 14%), motor vehicles, automotive equipment (up 9%), and groceries, related products (up 9%) accounting for the principal increases.

The sample on which these data are based has been revised effective with the February publication. The new sample was drawn from 1963 Census of Business lists of merchant wholesalers, supplemented by Social Security Administration records of business births since 1963. While the revised sample is similar in design to the previous sample, which was based on the 1958 Census of Business, data developed from the new sample are not comparable with data previously published in this series. These differences are due, in part, to sampling error, and, in part, to changes in the kind-of-business classification of individual firms between census years. To provide comparative data for the new series, each month during 1966 trend comparisons for the comparable month of 1965 will be derived from the new sample based on data for identical firms (see tables 5 and 7). A detailed description of the sample design and of the differences between the old and new samples is included on pages 9 and 10.

[1] An advance release of September 1966 was issued on November 8, 1966.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June	July	August[1]	September	Total 9 months 1966
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	r16,351	18,039	17,550	151,469
TOTAL (exc. farm products, raw materials)	13,762	13,905	16,608	15,559	15,702	16,690	r15,205	16,800	16,347	140,578
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	r7,426	8,226	7,892	68,531
Motor vehicles, automotive equipment, total	967	1,004	1,233	1,133	1,151	1,218	1,167	1,164	1,120	10,157
Automobiles, other motor vehicles	389	411	546	465	479	483	446	398	410	4,027
Automotive equipment, tires, tubes	578	593	687	669	672	735	720	766	711	6,131
Electrical goods, total	1,052	1,022	1,140	1,084	1,071	1,179	1,180	1,255	1,253	10,236
Electrical supplies, apparatus	412	425	482	491	523	546	491	552	528	4,450
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	658	593	548	633	689	703	725	5,786
Furniture, home furnishings, total	281	296	382	371	359	370	316	408	399	3,182
Home furnishings, floor coverings	186	206	271	267	244	253	226	291	284	2,228
Hardware, plumbing, heating equipment, supplies, total	621	638	761	772	770	831	766	832	798	6,789
Hardware	234	251	294	282	279	297	266	307	308	2,518
Plumbing and heating, supplies	316	319	378	391	394	418	393	422	398	3,429
Air conditioning, refrigeration equipment, supplies	71	69	89	99	96	116	107	103	92	842
Lumber, construction materials, total	685	672	840	869	910	939	824	913	799	7,451
Lumber, millwork	472	459	564	562	604	611	520	585	517	4,894
Construction materials	213	213	276	306	306	328	304	328	282	2,556
Machinery, equipment, supplies, total	1,684	1,752	2,171	2,069	2,015	2,145	r1,900	2,116	2,115	17,967
Commercial, industrial machinery, equip.	1,185	1,237	1,517	1,445	1,430	1,519	1,338	1,482	1,466	12,619
Construction machinery, equipment	223	268	333	334	319	343	304	307	287	2,718
Industrial machinery, equipment, supplies	817	822	1,011	955	952	1,010	889	1,003	1,014	8,473
Professional equipment, supplies	198	195	233	214	217	255	r231	266	273	2,082
Service-establishment equipment, supplies	139	135	155	147	149	159	137	157	148	1,326
Metals, metalwork (except scrap), total	720	729	913	843	863	891	752	910	834	7,455
Iron, steel, and products	529	530	638	610	631	633	537	646	614	5,368
Nonferrous metals	191	199	274	233	233	259	215	265	221	2,090
Scrap, waste materials, total	412	381	498	471	469	477	414	472	408	4,002
Iron, steel scrap	230	204	278	253	258	267	227	251	230	2,198
Waste materials	182	177	220	218	210	210	186	220	178	1,801
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,813	9,658	82,937
TOTAL (exc. farm products, raw materials)	7,218	7,251	8,499	7,804	7,959	8,507	7,779	8,574	8,455	72,046
Groceries and related products, total	3,069	3,010	3,463	3,173	3,291	3,523	3,323	3,479	3,421	29,752
General-line groceries	1,202	1,141	1,272	1,206	1,217	1,316	1,245	1,286	1,337	11,222
Specialty-line groceries	799	818	940	830	881	938	902	967	911	7,986
Confectionery	93	90	108	91	91	94	86	93	95	841
Meat, meat products	579	538	658	592	631	647	590	659	633	5,527
Poultry, poultry products	144	156	176	159	156	167	152	164	166	1,440
Fresh fruits, vegetables	252	267	309	296	317	361	348	311	279	2,740
Beer, wine, distilled alcoholic bev., total	619	661	815	762	827	919	805	887	859	7,154
Beer	276	284	339	336	379	447	425	442	395	3,323
Wine, distilled spirits	343	377	477	426	448	472	381	444	464	3,832
Drugs, chemicals, allied products, total	607	580	688	630	635	669	608	684	680	5,781
Drugs, drug proprietaries, sundries	360	333	391	361	357	370	339	383	391	3,285
Paints, varnishes	31	34	41	39	42	41	37	39	36	340
Other chemicals, allied products	216	213	256	229	236	257	232	262	253	2,154
Tobacco, tobacco products	397	386	438	408	424	466	431	489	483	3,922
Dry goods, apparel, total	686	702	857	750	751	834	716	933	873	7,102
Apparel and accessories, hosiery, lingerie, footwear	299	318	399	326	311	366	357	471	451	3,298
Dry goods, notions	248	255	312	281	298	318	249	323	288	2,572
Paper, paper products, excluding wallpaper, total	463	453	550	503	526	554	490	568	548	4,655
Paper	348	342	419	390	408	432	385	439	422	3,585
Farm products (raw materials), total	1,256	1,155	1,289	1,131	1,259	1,213	1,146	1,239	1,203	10,891
Grain	802	718	856	771	908	872	829	897	868	7,521
Other nondurable goods, total	1,377	1,459	1,688	1,576	1,506	r1,521	r1,391	1,535	1,590	13,643
Amusement, sporting goods	197	194	217	222	215	243	218	249	268	2,023
Books, magazines, newspapers	96	98	113	r101	r99	r109	r108	115	114	953
Farm supplies	r227	r265	r354	r321	r307	r258	r250	241	262	2,485

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 and minor revisions.

[r] Revised.

[1] Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations.)

Kind of business	January	February	March	April	May	June	July	August[1]	September
MERCHANT WHOLESALERS, TOTAL	18,213	18,508	18,861	18,949	19,028	19,141	19,325	19,625	19,635
TOTAL (excluding farm products, raw materials)	16,619	16,990	17,457	17,638	17,829	18,014	18,195	18,300	18,292
DURABLE GOODS, TOTAL	10,351	10,661	11,048	11,284	11,420	11,494	11,484	11,595	11,558
Motor vehicles, automotive equipment, total	1,841	1,936	2,057	2,057	2,012	2,030	2,027	2,008	2,007
Automotive equipment, tires, tubes	1,387	1,453	1,528	1,522	1,471	1,504	1,518	1,522	1,530
Electrical goods, total	1,473	1,478	1,518	1,539	1,622	1,647	1,624	1,625	1,624
Electrical supplies, apparatus	597	605	607	618	658	659	666	662	679
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	910	921	964	988	958	964	946
Hardware, plumbing, heating equip., supplies, total	1,221	1,264	1,306	1,329	1,383	1,366	1,330	1,323	1,302
Hardware	506	518	529	531	549	544	533	535	523
Plumbing and heating equipment, supplies	602	631	656	666	702	693	673	662	652
Machinery, equipment, supplies, total	2,867	2,983	3,131	3,212	3,186	3,229	3,285	3,320	3,317
Industrial machinery, equipment, supplies	1,148	1,219	1,265	1,310	1,303	1,313	1,343	1,374	1,361
Metals, metalwork (except scrap), total	1,248	1,211	1,223	1,277	1,298	1,271	1,282	1,358	1,357
Iron, steel, and products	1,093	1,063	1,052	1,114	1,140	1,114	1,110	1,164	1,165
NONDURABLE GOODS, TOTAL	7,862	7,847	7,813	7,665	7,608	7,647	7,842	8,030	8,077
TOTAL (excluding farm products, raw materials)	6,268	6,330	6,410	6,354	6,409	6,520	6,711	6,705	6,734
Groceries and related products, total	1,812	1,863	1,847	1,846	1,859	1,865	1,917	1,902	1,960
General-line groceries	910	935	953	940	931	903	908	929	971
Beer, wine, distilled alcoholic beverages, total	746	731	788	760	835	827	833	810	806
Wine, distilled spirits	564	544	588	563	625	619	627	601	609
Drugs, chemicals, allied products, total	756	741	772	771	781	805	842	840	838
Drugs, drug proprietaries, druggists' sundries	521	505	524	524	525	542	567	567	563
Paper, paper products (excluding wallpaper), total	454	478	518	515	520	537	550	543	543
Paper	317	337	367	362	362	372	382	373	370

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June	July	August[1]	September
MERCHANT WHOLESALERS, TOTAL	121	123	105	114	112	107	118	109	112
TOTAL (excluding farm products, raw materials)	121	122	105	113	113	108	r120	109	112
DURABLE GOODS, TOTAL	158	160	136	145	147	140	r155	141	146
Motor vehicles, automotive equipment, total	190	193	167	182	175	167	174	173	179
Automotive equipment, tires, tubes	240	245	222	228	219	205	211	199	215
Electrical goods, total	140	145	133	142	151	140	138	129	130
Electrical supplies, apparatus	145	142	126	126	126	121	136	120	129
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	138	155	176	156	139	137	130
Hardware, plumbing, heating equip., supplies, total	197	198	172	172	180	164	174	159	163
Hardware	216	206	180	188	197	183	200	174	170
Plumbing and heating equipment, supplies	191	198	174	170	178	166	171	157	164
Machinery, equipment, supplies, total	170	170	144	155	158	151	r173	157	157
Industrial machinery, equipment, supplies	141	148	125	137	137	130	151	137	134
Metals, metalwork (except scrap), total	173	166	134	151	150	143	170	149	163
Iron, steel, and products	207	201	165	183	181	176	207	180	190
NONDURABLE GOODS, TOTAL	93	93	80	86	83	79	88	82	84
TOTAL (excluding farm products, raw materials)	87	87	75	81	81	77	86	78	80
Groceries and related products, total	59	62	53	58	56	53	58	55	57
General-line groceries	76	82	75	78	76	69	73	72	73
Beer, wine, distilled alcoholic beverages, total	121	111	97	100	101	90	103	91	94
Wine, distilled spirits	164	144	123	132	140	131	165	135	131
Drugs, chemicals, allied products, total	125	128	112	122	123	120	138	123	123
Drugs, drug proprietaries, druggists' sundries	145	152	134	145	147	146	167	148	144
Paper, paper products, excluding wallpaper, total	98	106	94	102	99	97	112	96	99
Paper	91	99	88	93	89	86	99	85	88

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 and minor revisions.

[r] Revision.

[1] Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 4.—ESTIMATED MONTHLY SALES, INVENTORIES, AND STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Sales and inventories in millions of dollars. Stock-sales ratios in percent.)

Kind of business	January	February	March	April	May	June	July	August[1]	September
	Sales ADJUSTED for seasonal variations and trading day differences								
MERCHANT WHOLESALERS, TOTAL	16,981	16,779	17,334	16,966	16,880	17,438	r16,989	17,217	17,091
TOTAL (excl. farm products, raw materials)	15,550	15,508	16,044	15,710	15,563	16,024	r15,754	15,949	15,873
DURABLE GOODS, TOTAL	7,563	7,538	7,887	7,718	7,601	7,637	r7,607	7,737	7,594
Motor vehicles, automotive equipment	1,106	1,139	1,205	1,099	1,137	1,125	1,141	1,119	1,109
Electrical goods	1,195	1,132	1,139	1,190	1,162	1,140	1,225	1,180	1,174
Furniture, home furnishings	322	330	358	382	364	374	352	376	377
Hardware, plumbing, heating equipment	767	761	794	778	750	754	750	737	730
Lumber, construction materials	873	836	856	877	850	843	784	785	729
Machinery, equipment, supplies	1,901	1,969	2,033	1,975	1,922	1,963	r1,961	2,051	2,057
Metals, metalwork (except scrap)	808	792	846	813	808	822	783	881	851
Scrap, waste materials	431	397	457	448	454	460	467	461	417
NONDURABLE GOODS, TOTAL	9,418	9,241	9,447	9,248	9,279	9,800	9,382	9,480	9,498
TOTAL (excl. farm products, raw materials)	7,987	7,970	8,157	7,992	7,962	8,386	8,147	8,212	8,279
Groceries and related products	3,286	3,276	3,333	3,282	3,272	3,431	3,353	3,365	3,387
Beer, wine, distilled alcoholic beverages	812	826	810	806	806	885	820	849	877
Drugs, chemicals, allied products	650	641	650	639	637	647	647	648	651
Tobacco, tobacco products	447	438	438	424	424	443	428	458	474
Dry goods, apparel	817	745	795	774	798	838	771	847	793
Paper, paper products, excluding wallpaper	498	496	531	513	527	541	527	535	533
Farm products (raw materials)	1,431	1,271	1,290	1,256	1,317	1,414	1,235	1,268	1,219
Other nondurable goods	1,477	1,547	1,600	1,555	1,498	1,603	1,602	1,510	1,564
	Inventories ADJUSTED for seasonal variations								
MERCHANT WHOLESALERS, TOTAL	18,231	18,580	18,881	19,008	19,149	19,310	19,444	19,742	19,576
TOTAL (excl. farm products, raw materials)	16,920	17,257	17,538	17,593	17,667	17,852	18,079	18,271	18,143
DURABLE GOODS, TOTAL	10,571	10,809	10,995	11,209	11,239	11,318	11,349	11,577	11,486
Motor vehicles, automotive equipment	1,863	1,940	2,017	2,055	1,970	1,969	2,019	2,047	2,019
Electrical goods	1,525	1,497	1,545	1,544	1,593	1,586	1,624	1,629	1,583
Hardware, plumbing, heating equipment	1,271	1,274	1,275	1,306	1,344	1,315	1,286	1,314	1,303
Machinery, equipment, supplies	2,893	3,038	3,131	3,193	3,133	3,250	3,239	3,317	3,298
Metals, metalwork (except scrap)	1,253	1,223	1,235	1,268	1,292	1,277	1,277	1,339	1,365
NONDURABLE GOODS, TOTAL	7,660	7,771	7,886	7,800	7,910	7,992	8,095	8,165	8,090
TOTAL (excl. farm products, raw materials)	6,349	6,448	6,543	6,384	6,428	6,534	6,729	6,694	6,657
Groceries and related products	1,807	1,857	1,840	1,843	1,852	1,892	1,976	1,965	1,973
Beer, wine, distilled alcoholic beverages	785	809	831	762	824	830	838	812	788
Drugs, chemicals, allied products	768	758	777	760	783	815	845	831	832
Paper, paper products, excluding wallpaper	467	501	524	500	522	531	537	530	544
	Stock-sales ratios based on ADJUSTED data								
MERCHANT WHOLESALERS, TOTAL	107	111	109	112	113	111	114	115	115
TOTAL (excl. farm products, raw materials)	109	111	109	112	114	111	r115	115	114
DURABLE GOODS, TOTAL	140	143	139	145	148	148	r149	150	151
Motor vehicles, automotive equipment	168	170	167	187	173	175	177	183	182
Electrical goods	128	132	136	130	137	139	133	138	135
Hardware, plumbing, heating equipment	166	167	161	168	179	174	171	178	178
Machinery, equipment, supplies	152	154	154	162	163	166	r165	162	160
Metals, metalwork (except scrap)	155	154	146	156	160	155	163	152	160
NONDURABLE GOODS, TOTAL	81	84	83	84	85	82	86	86	85
TOTAL (excl. farm products, raw materials)	79	81	80	80	81	78	83	82	80
Groceries and related products	55	57	55	56	56	55	59	58	58
Beer, wine, distilled alcoholic beverages	97	98	103	95	102	94	102	96	90
Drugs, chemicals, allied products	118	118	120	119	123	126	131	128	128
Paper, paper products, excluding wallpaper	94	101	99	98	99	98	102	99	102

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 and minor revisions.

rRevised.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: SEPTEMBER 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	Sept. 1966 from--		9 months 1966 from 9 months 1965	Sept. 1966 from--		Sept. 1966 from--		Sept. 1966 from--	
	Sept. 1965	Aug. 1966		Sept. 1965	Aug. 1966	Sept. 1965	Aug. 1966	Sept. 1965	Aug. 1966
MERCHANT WHOLESALERS, TOTAL	+8	-3	+10	+9	0	+9	-1	+9	-1
TOTAL (excluding farm products, raw materials)	+8	-3	+10	+8	0	+8	0	+8	-1
DURABLE GOODS, TOTAL	+6	-4	+12	+9	0	+7	-2	+9	-1
Motor vehicles, automotive equipment, total	-2	-4	+10	+6	0	-1	-1	+6	-1
Automobiles, other motor vehicles	-1	+3	+18	+25	-2	-	-	-	-
Automotive equipment, tires, tubes	-2	-7	+5	+2	+1	-	-	-	-
Electrical goods, total	+12	0	+16	+9	0	+13	0	r+9	-3
Electrical supplies, apparatus	+13	-4	+15	+7	+3	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+11	+3	+17	+12	-2	-	-	-	-
Furniture, home furnishings, total	+6	-2	+9	+5	+1	+6	0	+5	+2
Furniture-household. office	+13	-2	+9	+13	+2	-	-	-	-
Home furnishings, floor coverings	+3	-2	+9	+3	0	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+5	-4	+11	+8	-2	+6	-1	+8	-1
Hardware	+9	0	+12	+3	-2	-	-	-	-
Plumbing and heating equipment, supplies	-1	-6	+10	+9	-1	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+17	-10	+13	+25	+1	-	-	-	-
Lumber, construction materials, total	-8	-13	+2	+7	0	-8	-7	+7	-1
Lumber, millwork	-6	-12	+2	+8	-1	-	-	-	-
Construction materials	-13	-14	+2	+5	+2	-	-	-	-
Machinery, equipment, supplies, total	+13	0	+15	+15	0	+14	0	+14	-1
Commercial, industrial machinery, equipment, supplies	+12	-1		+14	+1	-	-	-	-
Commercial machines, equipment	+10	-4	+15	+5	+2	-	-	-	-
Construction machinery, equipment	+8	-7	+12	+19	+3	-	-	-	-
Industrial machinery, equipment, supplies	+14	+1	+16	+12	-1	-	-	-	-
Professional equipment, supplies	+7	+3	+12	+13	-7	-	-	-	-
Service-establishment equipment, supplies	+8	-6	+12	+10	0	-	-	-	-
Metals, metalwork (except scrap), total	+12	-8	+10	+7	0	+13	-3	+7	+2
Iron, steel, and products	+13	-5	+9	+5	0	-	-	-	-
Nonferrous metals	+8	-17	+13	+24	-1	-	-	-	-
Scrap, waste materials, total	+7	-13	+15	+8	+1	+8	-10	r+8	+3
Iron, steel scrap	+9	-8	+13	+9	+2	-	-	-	-
Waste materials	+6	-19	+17	+6	0	-	-	-	-
Jewelry	+15	+7	+21	(X)	(X)	+17	+1	(X)	(X)
NONDURABLE GOODS, TOTAL	+9	-2	+9	+9	+1	+10	0	+10	-1
TOTAL (excluding farm products, raw materials)	+9	-1	+9	+5	0	+9	+1	+5	-1
Groceries and related products, total	+7	-2	+8	+9	+3	+7	+1	+9	0
General-line groceries	+13	+4	+8	+8	+5	-	-	-	-
Specialty-line groceries	0	-6	+5	+10	+1	-	-	-	-
Confectionery	+9	+2	+9	+10	-5	-	-	-	-
Meats, meat products	+5	-4	+14	+18	-1	-	-	-	-
Poultry, poultry products	+8	+1	+10	+7	+11	-	-	-	-
Fresh fruits, vegetables	+5	-10	+1	+7	+12	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+7	-3	+7	+3	-1	+8	+3	+3	-3
Beer	+10	-11	+9	0	-6	-	-	-	-
Wine, distilled spirits	+5	+5	+6	+4	+1	-	-	-	-
Drugs, chemicals, allied products, total	+7	-1	+7	+8	0	+8	0	+8	0
Drugs, drug proprietaries, druggists' sundries	+6	+2	+9	+6	-1	-	-	-	-
Paints, varnishes	+9	-6	+3	+4	-1	-	-	-	-
Other chemicals, allied products	+8	-3	+6	+14	+1	-	-	-	-
Tobacco, tobacco products	+5	-1	+5	+5	+3	+6	+3	+5	+1
Dry goods, apparel, total	+5	-6	+11	(X)	(X)	+4	-6	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+2	-4	+11	+7	-3	-	-	-	-
Dry goods, notions	+11	-11	+10	(X)	(X)	-	-	-	-
Piece goods converters	+6	-2	+12	(X)	(X)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+14	-4	+12	+8	0	+15	0	+8	+3
Paper	+16	-4	+12	+10	-1	-	-	-	-
Stationery, office supplies	+7	-2	+12	+4	+2	-	-	-	-
Farm products (raw materials), total	+11	-3	+12	+39	+1	+12	-4	+39	-3
Cotton	+20	-8	-10	(X)	(X)	-	-	-	-
Grain	+19	-3	+16	(X)	(X)	-	-	-	-
Other nondurable goods, total	+17	+4	+11	-7	-2	+18	+4	-7	-3
Amusement, sporting goods	+7	+7	+12	-1	-3	-	-	-	-
Books, magazines, newspapers	+6	-1	+7	-25	-4	-	-	-	-
Farm supplies	+13	+9	+7	+11	+6	-	-	-	-

Note: Extensive corrections have been carried to year-ago trends, in both sales and inventories, since the advance release dated October 7, 1966.
(X) Withheld due to extreme variability of reported data or a high nonresponse rate.
rRevised since advance release dated November 8, 1966.
[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes due to births and deaths during the period compared. However, they are believed to represent the changes from a year ago more accurately than if a comparison were made between the new series and the same month a year ago in the old series.

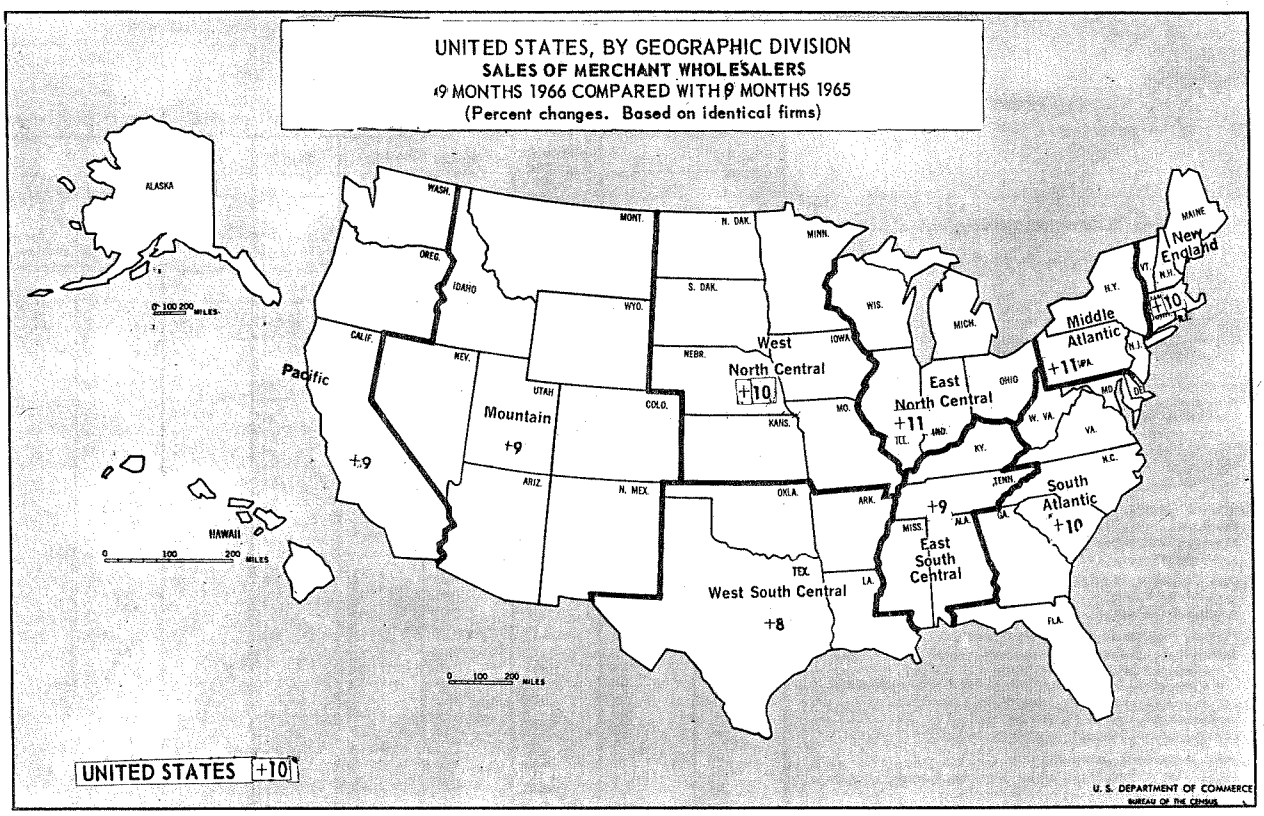


Table 6.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS AND SAMPLING ERRORS, BY GEOGRAPHIC DIVISION: 1966

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business	January	February	March	April	May	June	July	August[1]	September	Total 9 months	Sampling error of the monthly dollar estimate	
											Range	Median
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	r16,351	18,039	17,550	151,469	0.6-1.2	0.8
New England	719	725	896	811	820	909	800	875	863	7,418	4-6	5
Middle Atlantic	4,116	4,313	5,166	4,659	4,824	5,103	r4,475	5,017	4,903	42,576	2-2	2
East North Central	2,973	2,874	3,352	3,207	3,302	3,487	r3,148	3,498	3,414	29,255	2-3	2
West North Central	1,223	1,185	1,416	1,359	1,374	1,444	1,388	1,505	1,490	12,384	2-6	4
South Atlantic	1,452	1,496	1,771	1,682	1,659	1,726	1,641	1,795	1,761	14,983	3-4	3
East South Central	817	731	850	809	816	832	r774	901	843	7,373	4-5	4
West South Central	1,300	1,309	1,514	1,412	1,388	1,448	1,321	1,421	1,451	12,565	3-5	3
Mountain	418	434	513	462	477	512	503	494	467	4,280	6-8	7
Pacific	1,999	1,993	2,420	2,288	2,301	2,441	2,300	2,532	2,359	20,634	2-3	3
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	r7,426	8,226	7,892	68,531	0.8-1.2	0.9
New England	305	308	402	368	374	406	351	389	383	3,286	4-7	6
Middle Atlantic	1,599	1,634	2,030	1,864	1,886	2,004	r1,721	1,962	1,899	16,599	2-3	2
East North Central	1,411	1,395	1,681	1,624	1,634	1,724	r1,585	1,767	1,686	14,507	2-3	2
West North Central	451	462	565	562	543	587	548	590	597	4,905	4-5	4
South Atlantic	733	726	866	868	873	890	r823	902	859	7,541	3-5	4
East South Central	333	324	378	371	372	394	r343	399	389	3,303	4-6	5
West South Central	597	620	737	723	700	717	642	710	694	6,140	4-7	5
Mountain	176	197	242	218	223	252	253	245	230	2,037	6-10	8
Pacific	939	986	1,208	1,157	1,137	1,208	1,160	1,263	1,155	10,213	3-4	2
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,813	9,658	82,937	1.1-2.0	1.4
New England	414	416	494	443	446	503	449	486	480	4,131	5-8	6
Middle Atlantic	2,516	2,679	3,136	2,795	2,939	3,099	2,754	3,055	3,004	25,977	2-4	3
East North Central	1,562	1,480	1,671	1,583	1,668	1,762	1,563	1,731	1,728	14,748	3-5	3
West North Central	772	723	850	797	831	857	840	916	893	7,479	4-7	5
South Atlantic	719	770	905	814	786	836	818	893	902	7,443	4-7	5
East South Central	485	407	472	438	443	438	431	502	454	4,070	6-8	7
West South Central	704	689	777	689	688	731	680	711	757	6,426	5-7	5
Mountain*	241	236	270	244	254	260	250	249	237	2,242	9-11	*10
Pacific	1,060	1,007	1,212	1,131	1,164	1,233	1,140	1,270	1,204	10,421	3-5	4

*Note that data for this division are subject to a high sampling error.
rRevised.
[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
SEPTEMBER 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in--					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	Sept. 1966 from--		9 months 1966 from 9 months 1965	Sept. 1966 from--						
	Sept. 1965	Aug. 1966		Sept. 1965	Aug. 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+8	-3	+10	+9	0	0.9	0.5	0.5	0.9	0.3
New England	+7	-1	+10	+7	0	4	2	2	4	1
Middle Atlantic	+10	-2	+11	+8	0	2	1	1	1	1
East North Central	+10	-2	+11	+8	-1	2	1	1	2	1
West North Central	+7	-1	+10	+16	-1	3	2	2	2	1
South Atlantic	+6	-2	+10	+9	+1	3	1	1	2	1
East South Central	+9	-6	+9	*+5	-1	3	2	2	*12	1
West South Central	+7	+2	+8	+9	+3	3	2	2	2	1
Mountain	+10	-5	+9	+8	0	4	2	3	4	1
Pacific	+4	-7	+9	+9	0	3	1	2	2	1
Durable goods, total	+6	-4	+12	+9	0	1.0	0.6	0.6	0.8	0.2
New England	+6	-2	+11	+10	-1	5	2	1	4	1
Middle Atlantic	+10	-3	+13	+11	0	2	1	1	2	1
East North Central	+9	-5	+13	+9	-2	3	1	2	2	1
West North Central	+9	+1	+12	+11	-2	4	2	2	3	1
South Atlantic	+8	-5	+11	+9	-1	4	2	2	3	1
East South Central	+7	-2	+12	+7	-1	5	3	3	4	1
West South Central	+8	-2	+10	+10	+2	4	2	2	3	1
Mountain	+7	-6	+9	+10	0	6	3	5	4	1
Pacific	+1	-9	+9	+11	0	4	2	2	2	1
Nondurable goods, total	+9	-2	+9	+9	+1	1.1	0.7	0.8	1.4	0.5
New England	+8	-1	+10	+4	+2	5	3	4	5	2
Middle Atlantic	+10	-2	+11	+5	0	2	1	1	2	1
East North Central	+12	0	+10	+7	-1	3	2	2	2	1
West North Central	+6	-2	+9	+22	-1	4	3	2	4	1
South Atlantic	+5	+1	+9	+8	+5	3	2	1	3	1
East South Central	+10	-10	+6	(X)	0	5	2	3	-	2
West South Central	+7	+6	+6	+9	+3	4	2	3	3	1
Mountain	+13	-5	+8	+3	0	6	2	5	6	1
Pacific	+7	-5	+8	+6	0	4	2	2	3	1
Automotive equipment, tire, tubes	-2	-7	+5	+2	+1	3	2	2	3	1
Middle Atlantic	(X)	-11	+3	+6	(X)	-	4	5	7	-
East North Central	-12	-10	+2	-3	0	8	3	5	7	1
West North Central	+11	(X)	+12	+5	0	9	-	5	8	1
South Atlantic	+3	-5	+3	-1	-3	7	3	3	7	2
East South Central	(X)	-6	+3	(X)	+4	-	3	6	-	2
West South Central	(X)	-1	+7	(X)	0	-	4	9	-	1
Mountain	(X)	-4	+5	(X)	0	-	3	5	-	1
Pacific	-21	-7	+5	+2	(X)	9	2	4	9	-
Electrical supplies, apparatus	+13	-4	+15	+7	+3	3	2	2	2	1
New England	(X)	(X)	+16	(X)	(X)	-	-	5	-	-
Middle Atlantic	+11	-3	+14	+11	+3	9	4	6	5	1
East North Central	+15	-5	+16	+16	+6	5	4	3	4	1
West North Central	(X)	-10	+14	(X)	+3	-	4	4	-	2
South Atlantic	(X)	0	+16	+9	+3	-	4	4	5	2
East South Central	(X)	(X)	+14	-13	+3	-	-	5	8	2
West South Central	(X)	-2	+10	-2	0	-	4	8	8	2
Mountain	(X)	-12	+20	(X)	+2	-	4	4	-	3
Pacific	+21	(X)	+16	-8	-1	7	-	5	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+11	+3	+17	+12	-2	3	2	2	2	1
New England	(X)	0	+19	(X)	-3	-	3	7	-	3
Middle Atlantic	+13	+4	+15	+5	-2	7	4	4	7	1
East North Central	+19	+5	+21	+22	-1	8	3	5	7	2
West North Central	(X)	+3	+23	-1	(X)	-	4	4	8	-
South Atlantic	(X)	-5	+18	+12	0	-	5	3	8	2
East South Central	(X)	+8	+20	(X)	-3	-	6	4	-	2
West South Central	(X)	+5	+18	(X)	+1	-	4	6	-	2
Pacific	-1	+2	+12	+15	-4	8	3	4	8	2
Furniture, home furnishings, total	+6	-2	+9	+5	+1	2	2	2	3	1
New England	+18	(X)	+7	(X)	(X)	6	-	6	-	-
Middle Atlantic	+4	-7	+7	-1	0	4	3	3	6	1
East North Central	+1	-6	+14	+26	-1	5	7	6	7	1
West North Central	-14	-1	+7	(X)	+1	4	8	7	-	2
South Atlantic	+10	-11	+11	-7	+3	5	3	3	9	2
East South Central	(X)	(X)	+10	(X)	+3	-	-	9	-	2
West South Central	+3	-1	+11	(X)	(X)	5	5	4	-	-
Mountain	-4	(X)	+14	(X)	-4	6	-	9	-	2
Pacific	+14	+4	+7	+5	0	3	6	7	8	1
Hardware	+9	0	+12	+3	-2	3	1	1	2	1
New England	(X)	(X)	+11	(X)	-2	-	-	5	-	1
Middle Atlantic	(X)	0	+14	(X)	-2	-	5	4	-	1
East North Central	+15	-1	+14	+9	-1	5	2	2	5	1
West North Central	+5	+9	+7	+3	-6	9	4	5	7	1
South Atlantic	+6	+6	+13	+8	-2	8	4	3	8	1
East South Central	+7	-5	+11	+5	-3	5	2	2	4	1
West South Central	(X)	+4	+5	+7	+4	-	3	5	7	1
Mountain	(X)	+10	+9	+1	-4	-	4	3	8	2
Pacific	+11	-5	+15	+4	-5	6	4	3	7	1
Plumbing and heating equipment, supplies	-1	-6	+10	+9	-1	2	2	2	2	1
New England	(X)	+9	+10	(X)	-1	-	-	5	6	-
Middle Atlantic	+3	-7	+11	+8	0	7	4	4	5	1
East North Central	+10	0	+11	+19	-4	8	3	3	6	1
West North Central	(X)	-12	+17	+3	-2	-	4	4	7	2
South Atlantic	-3	-5	+7	+4	0	8	3	3	8	1
East South Central	(X)	0	+18	(X)	-3	-	7	6	-	1
West South Central	(X)	(X)	+7	(X)	+2	-	-	6	-	2
Mountain	(X)	(X)	+6	(X)	-7	-	-	7	-	2
Pacific	(X)	-7	+7	+13	0	-	3	3	7	1

See footnotes at end of table.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS SEPTEMBER 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in--					Sampling errors of the percent changes for columns--[2]				
	Sales			Inventories						
	Sept. 1966 from--		9 months 1966 from 9 months 1965	Sept. 1966 from--						
	Sept. 1965	Aug. 1966		Sept. 1965	Aug. 1966					
	A	B	C	D	E	A	B	C	D	E
Lumber, construction materials, total	28	-13	+2	+7	0	3	2	2	3	1
New England	(X)	-14	+10	(X)	-7	-	6	7	-	2
Middle Atlantic	(X)	-16	0	+10	+4	-	3	7	6	2
East North Central	-2	-8	+7	+4	+2	8	4	5	6	-
West North Central	(X)	-7	+4	+1	(X)	-	5	7	7	-
South Atlantic	-8	-16	+2	+8	(X)	9	4	4	7	-
East South Central	(X)	(X)	+1	(X)	-2	-	-	8	-	3
West South Central	(X)	(X)	+1	(X)	+4	-	-	7	-	1
Mountain	(X)	-9	-5	(X)	(X)	-	4	6	-	-
Pacific	-13	-14	-2	-3	0	8	3	5	7	2
Industrial machinery, equipment supplies distributors	+14	+1	+16	+12	-1	4	2	3	3	1
New England	(X)	(X)	+15	(X)	-3	-	-	7	-	2
Middle Atlantic	(X)	+4	+15	+7	+3	-	5	6	7	2
East North Central	(X)	-2	+19	+8	-4	-	4	5	7	1
West South Central	+21	(X)	+10	+8	+2	8	-	5	6	1
Mountain	(X)	+3	(X)	+5	-2	-	6	-	9	2
Pacific	(X)	-10	+19	(X)	+4	-	6	5	-	1
General-line grocery wholesalers	+13	+4	+8	+8	+5	2	1	1	2	1
New England	(X)	0	+9	(X)	+3	-	3	5	-	2
Middle Atlantic	+28	+6	+13	+25	+13	6	2	2	6	1
East North Central	+18	+6	+10	+7	+4	4	1	2	4	1
West North Central	+6	0	+6	+4	+4	4	1	2	6	1
South Atlantic	+7	0	+9	+11	+3	7	3	3	8	1
East South Central	(X)	-1	+7	(X)	0	-	6	2	-	2
West South Central	+8	+12	+8	+13	+4	5	2	2	6	2
Mountain	+4	(X)	+7	+11	(X)	4	-	1	4	-
Pacific	+9	+3	+4	-1	+2	4	1	1	2	1
Specialty-line grocery wholesalers	0	-6	+5	+10	+1	3	1	3	4	1
New England	(X)	-5	(X)	(X)	+7	-	6	-	-	4
Middle Atlantic	-9	-8	+3	+15	0	8	3	7	7	2
East North Central	+10	0	+6	+14	+2	7	2	2	7	2
West North Central	(X)	-8	+7	(X)	-3	-	3	8	-	1
South Atlantic	(X)	-4	+7	(X)	+4	-	4	6	-	3
East South Central	(X)	-6	(X)	(X)	(X)	-	3	-	-	-
West South Central	(X)	+4	+6	(X)	-1	-	4	6	-	2
Mountain	(X)	+6	(X)	(X)	+4	-	4	-	-	2
Pacific	+8	-13	+3	(X)	+3	9	5	5	-	3
Fresh fruit, vegetable wholesalers	+5	-10	+1	+7	+12	4	2	2	4	2
New England	(X)	-6	+3	(X)	(X)	-	6	6	-	-
Middle Atlantic	+12	-15	+2	(X)	(X)	8	5	6	-	3
East North Central	+19	-19	+4	(X)	+3	9	5	5	-	3
West North Central	(X)	-10	+2	-3	(X)	-	4	6	8	-
South Atlantic	+9	-6	+1	(X)	+16	7	5	5	-	4
East South Central	(X)	-13	+2	(X)	(X)	-	4	4	-	-
West South Central	(X)	-2	0	(X)	-1	-	4	5	-	5
Mountain	(X)	-16	(X)	(X)	+4	-	6	-	-	3
Pacific	(X)	-4	0	(X)	+3	-	5	7	-	4
Drug wholesalers (general and specialty lines)	+6	+2	+9	+6	-1	3	1	2	2	1
New England	(X)	(X)	+13	(X)	(X)	-	-	7	-	-
Middle Atlantic	+4	+4	+10	+5	-4	6	3	3	7	1
East North Central	+3	+1	+8	+5	+1	5	3	2	6	1
West North Central	(X)	+7	+12	(X)	0	-	3	4	-	2
South Atlantic	+4	+1	+8	+9	+4	6	3	4	5	1
East South Central	+8	+10	+7	(X)	+1	9	2	5	-	1
West South Central	+5	-1	+5	+2	-1	6	2	2	5	1
Mountain	(X)	(X)	+12	(X)	+2	-	-	9	-	2
Pacific	+9	-3	+9	+13	-4	5	2	3	5	1
Tobacco distributors	+5	-1	+5	+5	+3	2	1	1	3	1
New England	+3	-5	+6	(X)	0	9	3	4	-	2
Middle Atlantic	+3	+3	+3	+4	+4	6	2	2	6	1
East North Central	+11	-2	+6	+9	(X)	6	2	2	7	-
West North Central	+9	-1	+7	+3	+1	9	2	6	9	2
South Atlantic	+3	-2	+6	0	-1	7	1	4	8	2
East South Central	(X)	-2	+3	(X)	-1	-	3	9	-	2
West South Central	0	+1	+5	(X)	+1	9	2	5	-	1
Mountain	(X)	(X)	+4	(X)	+2	-	-	6	-	2
Pacific	-7	-6	+4	-4	+12	8	2	2	7	2
Dry goods, apparel wholesalers	+5	-6	+11	(X)	(X)	3	2	2	-	-
New England	(X)	-4	+14	(X)	-1	-	5	7	-	2
Middle Atlantic	+11	-6	+10	+7	(X)	4	2	2	5	-
East North Central	(X)	-2	+15	-2	-3	-	6	9	9	3
South Atlantic	(X)	(X)	+10	(X)	0	-	-	6	-	3
West South Central	(X)	(X)	+14	(X)	-4	-	-	8	-	2
Pacific	(X)	-12	(X)	(X)	(X)	-	5	7	-	-

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map page 6.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 12).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

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 15 through 17.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 8 and 9. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 will be derived from the new sample (see item 6. Estimating Procedures).

Some users may have a more immediate need for comparative data for prior years. The Bureau is now preparing, on the basis of the relationship between the new and old sample data for the first 6 months of 1965, a preliminary series for 1964 and 1965 for each kind-of-business group. These data will be available upon request.

4. Currently Published Data

Sales.--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.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 37 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Table 8.—COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales		
	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9
TOTAL (excl. farm products, raw materials)	13,762	13,153	4.6
DURABLE GOODS, TOTAL	6,544	6,127	6.8
Motor vehicles, automotive equipment, total	967	887	9.0
Automobiles, other motor vehicles	389	333	16.8
Automotive equipment, tires, tubes	578	554	4.3
Electrical goods, total	1,052	929	13.2
Electrical supplies, apparatus	412	367	12.3
Electrical appliances, TV, ratio sets, electronic parts, equipment	640	562	13.9
Furniture, home furnishings, total	281	259	8.5
Home furnishings, floor coverings	186	182	2.2
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0
Hardware	234	225	4.0
Plumbing and heating equipment, supplies	316	310	1.9
Air conditioning, refrigeration equipment supplies	71	68	4.4
Lumber, construction materials, total	685	560	22.3
Lumber, millwork	472	376	25.5
Construction materials	213	184	15.8
Machinery, equipment, supplies, total	1,684	1,687	-0.2
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9
Construction machinery, equipment	223	226	-1.3
Industrial machinery, equipment, supplies	817	857	-4.7
Professional equipment, supplies	198	174	13.8
Service-establishment equipment, supplies	139	131	6.1
Metals, metalwork (except scrap), total	720	713	1.0
Scrap, waste materials, total	412	403	2.2
Iron, steel scrap	230	248	-7.3
Waste materials	182	155	17.4
NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
Groceries and related products, total	3,069	2,963	3.6
General-line groceries	1,202	1,109	8.4
Specialty-line groceries	799	838	-4.7
Confectionery	93	74	25.7
Poultry, poultry products	144	131	9.9
Fresh fruits, vegetables	252	272	-7.4
Beer, wine, distilled alcoholic bev., total	619	618	0.2
Beer	276	231	19.5
Wine, distilled spirits	343	387	-11.4
Drugs, chemicals, allied products, total	607	577	5.2
Drugs, drug proprietaries, sundries	360	341	5.6
Paints, varnishes	31	27	14.8
Other chemicals, allied products	216	209	3.3
Tobacco, tobacco products	397	383	3.7
Dry goods, apparel, total	686	664	3.3
Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
Dry goods, notions	248	253	-2.0
Paper, paper products, excluding wallpaper, total	463	446	3.8
Paper	348	375	-7.2
Farm products (raw materials), total	1,256	1,160	8.3
Grain	802	709	13.1
Other nondurable goods, total	1,377	1,373	0.3
Amusement, sporting goods	197	134	47.0
Books, magazines, newspapers	96	94	2.1
Coal	60	74	-18.9
Farm supplies	237	221	7.2

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 9.—COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excl. farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	454	469	-3.2	98	105	-6.7
Paper	317	374	-15.2	91	100	-9.0

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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 items not held for sale, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Current month to previous month inventory trends are based on dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 11 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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.

1966 estimates

The January 1966 "composite" estimate for the new series was a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month in the February 1966 survey. The February 1966 preliminary "composite" estimate was 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 following months the preliminary composite estimates are to 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 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.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 6, 7, and 10. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago month. The sampling errors of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 10. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 estimates. 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 16 percent of the total sales and 29 percent of total inventories were 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 10 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.005 to 1.029.

Table 10.--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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5-2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	3-6	5
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 11.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales																							
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials.....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
	Seasonal adjustment factors for inventories																							
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials.....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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.

Serivice-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 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 distrubution 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—billiard 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, novelities, 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.

COUNTY BUSINESS PATTERNS: 1965

SMALL-AREA DATA BY INDUSTRY GROUPS NOW ISSUED ANNUALLY IN STATE REPORTS

WHAT is the market? **HOW big is the market?** **WHERE is the market?**

Sales and marketing executives asking these questions will find a valuable tool for establishing their market facts in COUNTY BUSINESS PATTERNS, a standard reference book on small-area data since 1946, issued by the Bureau of the Census in convenient, easy-to-use State reports and in a U.S. summary.

County-by-county statistics, as well as standard metropolitan statistical area, State and U.S. totals are presented by kind of business on:

- Employment
- Taxable payrolls
- Number and employment-size of reporting units

These statistics are shown for detailed kinds of business under the following broad industry groups: agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; transportation and other public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

Businessmen, market researchers, and industrial and civic planners will find County Business Patterns reports useful for:

- Analyzing market potential
- Determining the size and location of sales territories
- Establishing sales quotas and advertising budgets
- Comparing past sales volume with potentials by areas
- Locating production, marketing, or service facilities

First reports in the 1965 series are now available. For order form, write to Publications Distribution Section, Bureau of the Census, Washington, D.C., 20233, or any Department of Commerce field office.

Data published in this series will also be available on punchcards and computer tapes. For information on costs and availability, write to the Business Division, Bureau of the Census, Washington, D.C., 20233.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business—for all 3-digit SIC industries and for selected 4-digit SIC industries—by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are—

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

☆ U. S. GOVERNMENT PRINTING OFFICE : 1966 251-969/11

MONTHLY WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary
William H. Shaw, Asst. Secy., Economic Affairs

BUREAU OF THE CENSUS
A. Ross Eckler, Director

OCTOBER 1966

BW-66-10

SALES AND INVENTORIES

FOR RELEASE
December 21, 1966[1]

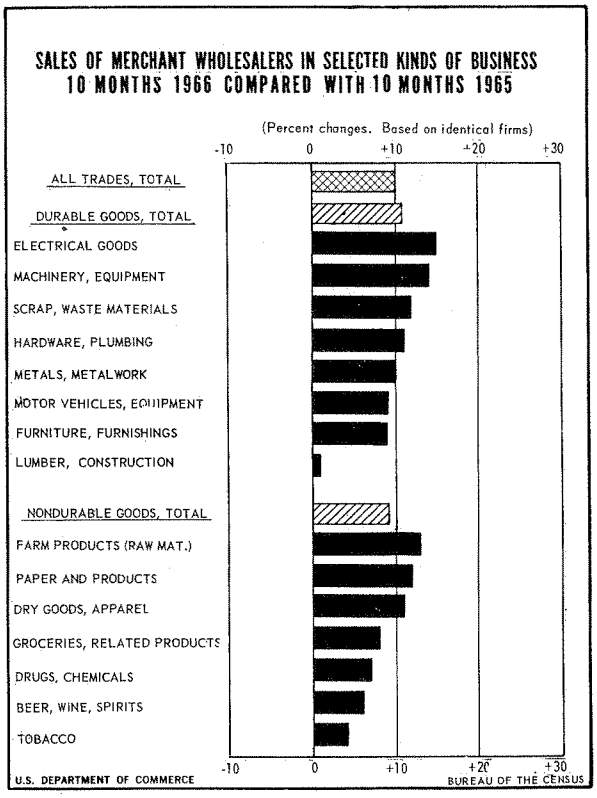
SALES

October sales of merchant wholesalers, estimated at $17.6 billion, were up slightly (1%) over the September level and 8 percent above October sales a year ago. Cumulative sales for the 10 months of 1966 totaled $168.9 billion, an increase of 10 percent over the similar period in 1965.

After adjustment for seasonal variations and trading day differences, but not for price changes, October sales amounted to $17.0 billion, virtually unchanged from the September level but 8 percent above October 1965. Adjusted sales in the durable goods trades increased slightly (1%) over the previous month level and were 8 percent above a year ago; adjusted nondurable goods sales were unchanged from the previous month level but 9 percent above October 1965.

Based on the adjusted data, most trade groups showed little or no change from previous month sales levels. Gains were reported in farm products--raw materials (6%), machinery, equipment, supplies (3%), metals, metal work (3%), scrap, waste materials (1%), and groceries, related products (1%); the sharper declines were registered in dry goods, apparel (-4%) and tobacco, tobacco products (-3%).

A comparison of adjusted sales for October 1966 with those for October 1965 showed increases in all trades except lumber, construction materials (-5%), scrap, waste materials (-4%), and beer, wine, spirits (unchanged from a year ago). Among the trades reporting the larger gains were jewelry (19%), farm products--raw materials (18%), dry goods, apparel (14%), and metals, metal work (13%).



INVENTORIES

Total inventories of merchant wholesalers were valued at $20.1 billion at the end of October. After adjustment for seasonal variations, October inventories were slightly (1%) above September inventories and 9 percent above a year ago. Stocks in the durable goods trades, after adjustment, increased 2 percent over the September level and were 8 percent above a year ago. Adjusted nondurable goods stocks were virtually unchanged from the previous month level but were 9 percent above a year ago.

Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. The larger changes were reported in machinery, equipment, supplies (up 3%), farm products--raw materials (up 3%), and groceries, related products (down 3%). Changes from year-ago stock levels were more substantial, however, with all trade groups registering gains. The larger increases were reported in farm products--raw materials (22%), electrical goods (15%), and machinery, equipment, supplies (10%).

The sample on which these data are based has been revised effective with the February publication. The new sample was drawn from 1963 Census of Business lists of merchant wholesalers, supplemented by Social Security Administration records of business births since 1963. While the revised sample is similar in design to the previous sample, which was based on the 1958 Census of Business, data developed from the new sample are not comparable with data previously published in this series. These differences are due, in part, to sampling error, and, in part, to changes in the kind-of-business classification of individual firms between census years. To provide comparative data for the new series, each month during 1966 trend comparisons for the comparable month of 1965 will be derived from the new sample based on data for identical firms (see tables 5 and 7). A detailed description of the sample design and of the differences between the old and new samples is included on pages 9 and 10.

[1]An advance release of November 1966 was issued on December 8, 1966.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June	July	August	September[1]	October	Total 10 months 1966
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,351	18,039	17,438	17,561	168,918
TOTAL (exc. farm products, raw materials)	13,762	13,905	16,608	15,559	15,702	16,690	15,205	16,800	16,254	16,126	156,611
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,426	8,226	7,809	7,775	76,223
Motor vehicles, automotive equipment, total	967	1,004	1,233	1,133	1,151	1,218	1,167	1,164	1,118	1,103	11,258
Automobiles, other motor vehicles	389	411	546	465	479	483	446	398	409	393	4,419
Automotive equipment, tires, tubes	578	593	687	669	672	735	720	766	709	710	6,839
Electrical goods, total	1,052	1,022	1,140	1,084	1,071	1,179	1,180	1,255	1,258	1,227	11,468
Electrical supplies, apparatus	412	425	482	491	523	546	491	552	527	523	4,972
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	658	593	548	633	689	703	731	704	6,496
Furniture, home furnishings, total	281	296	382	371	359	370	316	408	399	400	3,582
Home furnishings, floor coverings	186	206	271	267	244	253	226	291	283	289	2,516
Hardware, plumbing, heating equipment, supplies, total	621	638	761	772	770	831	766	832	789	773	7,553
Hardware	234	251	294	282	279	297	266	307	305	301	2,816
Plumbing and heating, supplies	316	319	378	391	394	418	393	422	397	393	3,821
Air conditioning, refrigeration equipment, supplies	r68	r66	r86	r95	r93	r113	r103	r100	87	78	889
Lumber, construction materials, total	685	672	840	869	910	939	824	913	788	763	8,203
Lumber, millwork	472	459	564	562	604	611	520	585	505	483	5,365
Construction materials	213	213	276	306	306	328	304	328	283	280	2,837
Machinery, equipment, supplies, total	1,684	1,752	2,171	2,069	2,015	2,145	1,900	2,116	2,049	2,041	19,942
Commercial, industrial machinery, equip	1,185	1,237	1,517	1,445	1,430	1,519	1,338	1,482	1,423	1,446	14,022
Construction machinery, equipment	223	268	333	334	319	343	304	307	282	290	3,003
Industrial machinery, equipment, supplies	817	822	1,011	955	952	1,010	889	1,003	978	998	9,435
Professional equipment, supplies	198	195	233	214	217	255	231	266	266	250	2,325
Service-establishment equipment, supplies	139	135	155	147	149	159	137	157	149	150	1,477
Metals, metalwork (except scrap), total	720	729	913	843	863	891	752	910	837	867	8,325
Iron, steel, and products	529	530	638	610	631	633	537	646	612	623	5,989
Nonferrous metals	191	199	274	233	233	259	215	265	226	244	2,339
Scrap, waste materials, total	412	381	498	471	469	477	414	472	407	421	4,422
Iron, steel scrap	230	204	278	253	258	267	227	251	221	238	2,427
Waste materials	182	177	220	218	210	210	186	220	186	183	1,992
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,813	9,629	9,786	92
TOTAL (exc. farm products, raw materials)	7,218	7,251	8,499	7,804	7,959	8,507	7,779	8,574	8,445	8,351	80,387
Groceries and related products, total	3,069	3,010	3,463	3,173	3,291	3,523	3,323	3,479	3,393	3,373	33,097
General-line groceries	1,202	1,141	1,272	1,206	1,217	1,316	1,245	1,286	1,329	1,312	12,526
Specialty-line groceries	799	818	940	830	881	938	902	967	895	920	8,890
Confectionery	93	90	108	91	91	94	86	93	94	96	936
Meat, meat products	579	538	658	592	631	647	590	659	635	614	6,143
Poultry, poultry products	144	156	176	159	156	167	152	164	166	157	1,597
Fresh fruits, vegetables	252	267	309	296	317	361	348	311	274	275	3,010
Beer, wine, distilled alcoholic bev., total	619	661	815	762	827	919	805	887	866	857	8,018
Beer	276	284	339	336	379	447	425	442	394	369	3,691
Wine, distilled spirits	343	377	477	426	448	472	381	444	471	489	4,328
Drugs, chemicals, allied products, total	607	580	688	630	635	669	608	684	677	672	6,450
Drugs, drug proprietaries, sundries	360	333	391	361	357	370	339	383	391	393	3,678
Paints, varnishes	31	34	41	39	42	41	37	39	36	35	375
Other chemicals, allied products	216	213	256	229	236	257	232	262	250	244	2,395
Tobacco, tobacco products	397	386	438	408	424	466	431	489	471	443	4,353
Dry goods, apparel, total	686	702	857	750	751	834	716	933	896	870	7,995
Apparel and accessories, hosiery, lingerie, footwear	299	318	399	326	311	366	357	471	468	448	3,763
Dry goods, notions	248	255	312	281	298	318	249	323	290	287	2,861
Paper, paper products, excluding wallpaper, total	463	453	550	503	526	554	490	568	538	541	5,186
Paper	348	342	419	390	408	432	385	439	412	417	3,992
Farm products (raw materials), total	1,256	1,155	1,289	1,131	1,259	1,213	1,146	1,239	1,184	1,435	12,307
Grain	802	718	856	771	908	872	829	897	848	1,062	8,563
Other nondurable goods, total	1,377	1,459	1,688	1,576	1,506	1,521	1,391	1,535	1,603	1,594	15,250
Amusement, sporting goods	197	194	217	222	215	243	218	249	254	277	2,286
Books, magazines, newspapers	96	98	113	101	99	109	108	115	111	113	1,063
Farm supplies	227	265	354	321	307	258	250	241	300	279	2,802

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 and minor revisions.

r Revised.

[1] Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations.)

Kind of business	January	February	March	April	May	June	July	August	Sept.[1]	Oct.
MERCHANT WHOLESALERS, TOTAL	18,213	18,508	18,861	18,949	19,028	19,141	19,325	19,625	19,658	20,126
TOTAL (excluding farm products, raw materials)	16,619	16,990	17,457	17,638	17,829	18,014	18,195	18,300	18,299	18,493
DURABLE GOODS, TOTAL	10,351	10,661	11,048	11,284	11,420	11,494	11,484	11,595	11,507	11,609
Motor vehicles, automotive equipment, total	1,841	1,936	2,057	2,057	2,012	2,030	2,027	2,008	2,008	2,029
Automotive equipment, tires, tubes	1,387	1,453	1,528	1,522	1,471	1,504	1,518	1,522	1,535	1,539
Electrical goods, total	1,473	1,478	1,518	1,539	1,622	1,647	1,624	1,625	1,641	1,686
Electrical supplies, apparatus	597	605	607	618	658	659	666	662	684	689
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	910	921	964	988	958	964	957	997
Hardware, plumbing, heating equip., supplies, total	1,221	1,264	1,306	1,329	1,383	1,366	1,330	1,323	1,307	1,300
Hardware	506	518	529	531	549	544	533	535	527	536
Plumbing and heating equipment, supplies	602	631	656	666	702	693	673	662	659	647
Machinery, equipment, supplies, total	2,867	2,983	3,131	3,212	3,186	3,229	3,285	3,320	3,252	3,303
Industrial machinery, equipment, supplies	1,148	1,219	1,265	1,310	1,303	1,313	1,343	1,374	1,326	1,350
Metals, metalwork (except scrap), total	1,248	1,211	1,223	1,277	1,298	1,271	1,282	1,358	1,331	1,329
Iron, steel, and products	1,093	1,063	1,052	1,114	1,140	1,114	1,110	1,164	1,141	1,142
NONDURABLE GOODS, TOTAL	7,862	7,847	7,813	7,665	7,608	7,647	7,842	8,030	8,151	8,518
TOTAL (excluding farm products, raw materials)	6,268	6,330	6,410	6,354	6,409	6,520	6,711	6,705	6,792	6,884
Groceries and related products, total	1,812	1,863	1,847	1,846	1,859	1,865	1,917	1,902	1,974	2,008
General-line groceries	910	935	953	940	931	903	908	929	974	1,004
Beer, wine, distilled alcoholic beverages, total	746	731	788	760	835	827	833	810	831	879
Wine, distilled spirits	564	544	588	563	625	619	627	601	628	679
Drugs, chemicals, allied products, total	756	741	772	771	781	805	842	840	839	862
Drugs, drug proprietaries, druggists' sundries	521	505	524	524	525	542	567	567	571	595
Paper, paper products (excluding wallpaper), total	454	478	518	515	520	537	550	543	544	536
Paper	317	337	367	362	362	372	382	373	370	356

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June	July	August	Sept.[1]	Oct.
MERCHANT WHOLESALERS, TOTAL	121	123	105	114	112	107	118	109	113	115
TOTAL (excluding farm products, raw materials)	121	122	105	113	113	108	120	109	113	115
DURABLE GOODS, TOTAL	158	160	136	145	147	140	155	141	147	149
Motor vehicles, automotive equipment, total	190	193	167	182	175	167	174	173	180	184
Automotive equipment, tires, tubes	240	245	222	228	219	205	211	199	217	217
Electrical goods, total	140	145	133	142	151	140	138	129	130	137
Electrical supplies, apparatus	145	142	126	126	126	121	136	120	130	132
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	138	155	176	156	139	137	131	142
Hardware, plumbing, heating equip., supplies, total	197	198	172	172	180	164	174	159	166	168
Hardware	216	206	180	188	197	183	200	174	173	178
Plumbing and heating equipment, supplies	191	198	174	170	178	166	171	157	166	165
Machinery, equipment, supplies, total	170	170	144	155	158	151	173	157	159	162
Industrial machinery, equipment, supplies	141	148	125	137	137	130	151	137	136	135
Metals, metalwork (except scrap), total	173	166	134	151	150	143	170	149	159	153
Iron, steel, and products	207	201	165	183	181	176	207	180	186	183
NONDURABLE GOODS, TOTAL	93	93	80	86	83	79	88	82	85	87
TOTAL (excluding farm products, raw materials)	87	87	75	81	81	77	86	78	80	82
Groceries and related products, total	59	62	53	58	56	53	58	55	58	60
General-line groceries	76	82	75	78	76	69	73	72	73	77
Beer, wine, distilled alcoholic beverages, total	121	111	97	100	101	90	103	91	96	103
Wine, distilled spirits	164	144	123	132	140	131	165	135	133	139
Drugs, chemicals, allied products, total	125	128	112	122	123	120	138	123	124	128
Drugs, drug proprietaries, druggists' sundries	145	152	134	145	147	146	167	148	146	151
Paper, paper products, excluding wallpaper, total	98	106	94	102	99	97	112	96	101	99
Paper	91	99	88	93	89	86	99	85	90	85

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 4.—ESTIMATED MONTHLY SALES, INVENTORIES, AND STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Sales and inventories in millions of dollars. Stock-sales ratios in percent.)

Kind of business	January	February	March	April	May	June	July	August	September[1]	October
	Sales ADJUSTED for seasonal variations and trading day differences									
MERCHANT WHOLESALERS, TOTAL	16,981	16,779	17,334	16,966	16,880	17,438	16,989	17,217	16,981	17,031
TOTAL (excl. farm products, raw materials)	15,550	15,508	16,044	15,710	15,563	16,024	15,754	15,949	15,782	15,755
DURABLE GOODS, TOTAL	7,563	7,538	7,887	7,718	7,601	7,637	7,607	7,737	7,514	7,556
Motor vehicles, automotive equipment	1,106	1,139	1,205	1,099	1,137	1,125	1,141	1,119	1,107	1,082
Electrical goods	1,195	1,132	1,139	1,190	1,162	1,140	1,225	1,180	1,179	1,177
Furniture, home furnishings	322	330	358	382	364	374	352	376	378	373
Hardware, plumbing, heating equipment	767	761	794	778	750	754	750	737	721	715
Lumber, construction materials	873	836	856	877	850	843	784	785	720	720
Machinery, equipment, supplies	1,901	1,969	2,033	1,975	1,922	1,963	1,961	2,051	1,993	2,045
Metals, metalwork (except scrap)	808	792	846	813	808	822	783	881	854	878
Scrap, waste materials	431	397	457	448	454	460	467	461	415	420
NONDURABLE GOODS, TOTAL	9,418	9,241	9,447	9,248	9,279	9,800	9,382	9,480	9,467	9,475
TOTAL (excl. farm products, raw materials)	7,987	7,970	8,157	7,992	7,962	8,386	8,147	8,212	8,268	8,200
Groceries and related products	3,286	3,276	3,333	3,282	3,272	3,431	3,353	3,365	3,359	3,383
Beer, wine, distilled alcoholic beverages	812	826	810	806	806	885	820	849	883	869
Drugs, chemicals, allied products	650	641	650	639	637	647	647	648	648	651
Tobacco, tobacco products	447	438	438	424	424	443	428	458	463	449
Dry goods, apparel	817	745	795	774	798	838	771	847	814	783
Paper, paper products, excluding wallpaper	498	496	531	513	527	541	527	535	524	521
Farm products (raw materials)	1,431	1,271	1,290	1,256	1,317	1,414	1,235	1,268	1,200	1,276
Other nondurable goods	1,477	1,547	1,600	1,555	1,498	1,603	1,602	1,510	1,576	1,543
	Inventories ADJUSTED for seasonal variations									
MERCHANT WHOLESALERS, TOTAL	18,231	18,580	18,881	19,008	19,149	19,310	19,444	19,742	19,600	19,7[R7]
TOTAL (excl. farm products, raw materials)	16,920	17,257	17,538	17,593	17,667	17,852	18,079	18,271	18,149	18,.
DURABLE GOODS, TOTAL	10,571	10,809	10,995	11,209	11,239	11,318	11,349	11,577	11,435	11,639
Motor vehicles, automotive equipment	1,863	1,940	2,017	2,055	1,970	1,969	2,019	2,047	2,020	2,052
Electrical goods	1,525	1,497	1,545	1,544	1,593	1,586	1,624	1,629	1,599	1,636
Hardware, plumbing, heating equipment	1,271	1,274	1,275	1,306	1,344	1,315	1,286	1,314	1,308	1,313
Machinery, equipment, supplies	2,893	3,038	3,131	3,193	3,133	3,250	3,239	3,317	3,232	3,320
Metals, metalwork (except scrap)	1,253	1,223	1,235	1,268	1,292	1,277	1,277	1,339	1,340	1,349
NONDURABLE GOODS, TOTAL	7,660	7,771	7,886	7,800	7,910	7,992	8,095	8,165	8,165	8,147
TOTAL (excl. farm products, raw materials)	6,349	6,448	6,543	6,384	6,428	6,534	6,729	6,694	6,714	6,660
Groceries and related products	1,807	1,857	1,840	1,843	1,852	1,892	1,976	1,965	1,988	1,931
Beer, wine, distilled alcoholic beverages	785	809	831	762	824	830	838	812	812	813
Drugs, chemicals, allied products	768	758	777	760	783	815	845	831	833	846
Paper, paper products, excluding wallpaper	467	501	524	500	522	531	537	530	546	543
	Stock-sales ratios based on ADJUSTED data									
MERCHANT WHOLESALERS, TOTAL	107	111	109	112	113	111	114	115	115	116
TOTAL (excl farm products, raw materials)	109	111	109	112	114	111	115	115	115	116
DURABLE GOODS, TOTAL	140	143	139	145	148	148	149	150	152	154
Motor vehicles, automotive equipment	168	170	167	187	173	175	177	183	182	190
Electrical goods	128	132	136	130	137	139	133	138	136	139
Hardware, plumbing, heating equipment	166	167	161	168	179	174	171	178	181	184
Machinery, equipment, supplies	152	154	154	162	163	166	165	162	162	162
Metals, metalwork (except scrap)	155	154	146	156	160	155	163	152	157	154
NONDURABLE GOODS, TOTAL	81	84	83	84	85	82	86	86	86	86
TOTAL (excl. farm products, raw materials)	79	81	80	80	81	78	83	82	81	81
Groceries and related products	55	57	55	56	56	55	59	58	59	57
Beer, wine, distilled alcoholic beverages	97	98	103	95	102	94	102	96	92	94
Drugs, chemicals, allied products	118	118	120	119	123	126	131	128	129	130
Paper, paper products, excluding wallpaper	94	101	99	98	99	98	102	99	104	104

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: OCTOBER 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	Oct. 1966 from--		10 months 1966 from 10 months 1965	Oct. 1966 from--		Oct. 1966 from--		Oct. 1966 from--	
	Oct. 1965	Sept. 1966		Oct. 1965	Sept. 1966	Oct. 1965	Sept. 1966	Oct. 1965	Sept. 1966
MERCHANT WHOLESALERS, TOTAL	+8	+1	+10	+9	+2	+8	0	+9	+1
TOTAL (excluding farm products, raw materials)	+7	-1	+10	+8	+1	+8	0	+8	+1
DURABLE GOODS, TOTAL	+7	r0	+11	+8	+1	+8	r+1	+8	+2
Motor vehicles, automotive equipment, total	+7	-1	+9	+8	+1	+8	-2	+8	+2
Automobiles, other motor vehicles	+7	-4	+17	+27	+4	-	-	-	-
Automotive equipment, tires, tubes	+7	0	+5	+3	0	-	-	-	-
Electrical goods, total	r+10	-2	+15	+15	r+3	r+11	r0	+15	+2
Electrical supplies, apparatus	+10	-1	+14	+12	+1	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	r+10	-4	+16	+17	+4	-	-	-	-
Furniture, home furnishings, total	+5	0	+9	+3	+2	+7	-1	+4	+1
Furniture-household, office	+17	-4	+10	+12	+1	-	-	-	-
Home furnishings, floor coverings	+1	+2	+8	+1	+2	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+4	-2	+11	+7	-1	+5	-1	+7	0
Hardware	+9	-1	+12	+7	+2	-	-	-	-
Plumbing and heating equipment, supplies	+1	-1	+9	+5	-2	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+2	r-10	+12	r+12	-3	-	-	-	-
Lumber, construction materials, total	-6	-3	+1	+2	-2	-5	0	+2	+2
Lumber, millwork	-8	-4	+1	+2	-2	-	-	-	-
Construction materials	-2	-1	+2	+1	-2	-	-	-	-
Machinery, equipment, supplies, total	+11	0	+14	+10	+2	+12	+3	+10	+3
Commercial, industrial machinery, equipment, supplies	+13	+2	+14	+10	+2	-	-	-	-
Commercial machines, equipment	+6	-3	+14	+3	+1	-	-	-	-
Construction machinery, equipment	+19	+3	+13	+16	+1	-	-	-	-
Industrial machinery, equipment, supplies	+13	+2	+15	+8	+2	-	-	-	-
Professional equipment, supplies	+9	-6	+12	+17	0	-	-	-	-
Service-establishment equipment, supplies	-3	+1	+11	+4	-2	-	-	-	-
Metals, metalwork (except scrap), total	+12	+4	+10	+5	r-1	+13	+3	+5	r+1
Iron, steel, and products	+12	+2	+9	+2	r0	-	-	-	-
Nonferrous metals	+10	+8	+13	+32	-2	-	-	-	-
, waste materials, total	-5	+4	+12	+1	r+1	-4	+1	+1	0
n, steel scrap	-5	+8	+11	+4	0	-	-	-	-
waste materials	-5	-1	+14	-4	+1	-	-	-	-
Jewelry	r+18	+10	+21	(X)	(X)	r+19	0	(X)	(X)
NONDURABLE GOODS, TOTAL	+8	+2	+9	+10	r+4	+9	0	+9	0
TOTAL (excluding farm products, raw materials)	+7	-1	+9	+7	+1	+8	-1	+7	-1
Groceries and related products, total	+7	-1	+8	+4	+2	+7	+1	+4	-3
General-line groceries	+7	-1	+8	+5	+3	-	-	-	-
Specialty-line groceries	+5	+3	+5	0	0	-	-	-	-
Confectionery	+8	+2	+9	+4	-8	-	-	-	-
Meats, meat products	+4	-3	+13	+14	+2	-	-	-	-
Poultry, poultry products	+12	-5	+11	+15	+4	-	-	-	-
Fresh fruits, vegetables	+10	0	+2	+32	+7	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	0	-1	+6	+8	+6	0	-2	+8	+1
Beer	+4	-6	+9	+8	-2	-	-	-	-
Wine, distilled spirits	-3	+4	+4	+8	+8	-	-	-	-
Drugs, chemicals, allied products, total	+7	-1	+7	+9	+3	+7	0	+9	+2
Drugs, drug proprietaries, druggists' sundries	+10	0	+9	+11	+4	-	-	-	-
Paints, varnishes	+1	-3	+3	+2	-2	-	-	-	-
Other chemicals, allied products	+3	-2	+5	+3	0	-	-	-	-
Tobacco, tobacco products	+1	-6	+4	+5	+3	+2	-3	+5	+1
Dry goods, apparel, total	r+10	r-3	+11	(X)	(X)	r+14	r-4	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	r+6	r-4	+10	+11	+2	-	-	-	-
Dry goods, notions	r+21	-1	+11	(X)	(X)	-	-	-	-
Piece goods converters	+6	r-2	+11	(X)	(X)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+11	+1	+12	+7	-2	+12	-1	+7	-1
Paper	+11	+1	+12	+6	-4	-	-	-	-
Stationery, office supplies	+12	-1	+12	+9	+3	-	-	-	-
Farm products (raw materials), total	+17	+21	+13	+22	r+2	+18	+6	+22	+3
Cotton	-14	(X)	-10	(X)	(X)	-	-	-	-
Grain	+32	+25	+18	(X)	(X)	-	-	-	-
Other nondurable goods, total	+11	r-1	+11	+10	-1	+11	r-2	+10	-3
Amusement, sporting goods	+23	+9	+13	+20	-7	-	-	-	-
Books, magazines, newspapers	+5	+2	+8	+24	+6	-	-	-	-
Farm supplies	+12	-7	+8	-2	+10	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate.
rRevised since advance release dated November 8, 1966.
[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes due to births and deaths during the period compared. However, they are believed to represent the changes from a year ago more accurately than if a comparison were made between new series and the same month a year ago in the old series.

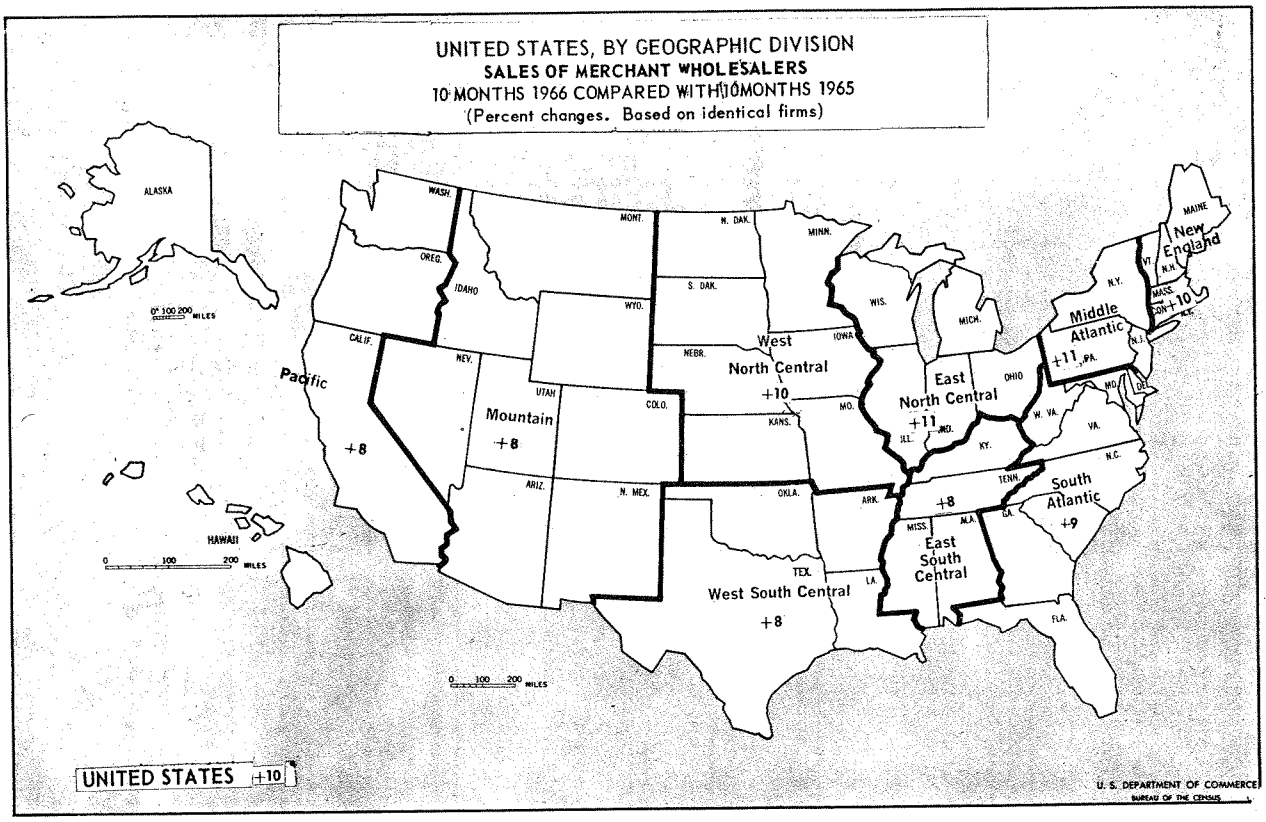


Table 6.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS AND SAMPLING ERRORS, BY GEOGRAPHIC DIVISION: 1966

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business	January	February	March	April	May	June	July	August	September[1]	October	Total 10 months	Sampling error of the monthly dollar estimate	
												Range	Median
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,351	18,039	17,438	17,561	168,918	0.6-1.2	0.8
New England	719	725	896	811	820	909	800	875	851	856	8,262	4-6	5
Middle Atlantic	4,116	4,313	5,166	4,659	4,824	5,103	4,475	5,017	4,926	4,940	47,540	2-2	2
East North Central	2,973	2,874	3,352	3,207	3,302	3,487	3,148	3,498	3,392	3,385	32,619	2-3	2
West North Central	1,223	1,185	1,416	1,359	1,374	1,444	1,388	1,505	1,436	1,548	13,878	2-6	4
South Atlantic	1,452	1,496	1,771	1,682	1,659	1,726	1,641	1,795	1,720	1,697	16,639	3-4	3
East South Central	817	731	850	809	816	832	774	901	856	882	8,268	4-5	4
West South Central	1,300	1,309	1,514	1,412	1,388	1,448	1,321	1,421	1,397	1,431	13,942	3-5	3
Mountain	418	434	513	462	477	512	503	494	478	465	4,756	6-8	7
Pacific	1,999	1,993	2,420	2,288	2,301	2,441	2,300	2,532	2,381	2,358	23,013	2-3	3
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,426	8,226	7,809	7,775	76,223	0.8-1.2	0.9
New England	305	308	402	368	374	406	351	389	380	384	3,668	4-7	6
Middle Atlantic	1,599	1,634	2,030	1,864	1,886	2,004	1,721	1,962	1,901	1,920	18,522	2-3	2
East North Central	1,411	1,395	1,681	1,624	1,634	1,724	1,585	1,767	1,699	1,681	16,201	2-3	2
West North Central	451	462	565	562	543	587	548	590	572	595	5,475	4-5	4
South Atlantic	733	726	866	868	873	890	823	902	852	848	8,381	3-5	4
East South Central	333	324	378	371	372	394	343	399	389	378	3,681	4-6	5
West South Central	597	620	737	723	700	717	642	710	661	646	6,753	4-7	5
Mountain	176	197	242	218	223	252	253	245	224	213	2,244	6-10	8
Pacific	939	986	1,208	1,157	1,137	1,208	1,160	1,263	1,130	1,110	11,298	3-4	2
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,813	9,629	9,786	92,694	1.1-2.0	1.4
New England	414	416	494	443	446	503	449	486	471	472	4,594	5-8	6
Middle Atlantic	2,516	2,679	3,136	2,795	2,939	3,099	2,754	3,055	3,025	3,020	29,018	2-4	3
East North Central	1,562	1,480	1,671	1,583	1,668	1,762	1,563	1,731	1,693	1,704	16,418	3-5	3
West North Central	772	723	850	797	831	857	840	916	864	953	8,403	4-7	5
South Atlantic	719	770	905	814	786	836	818	893	868	849	8,258	4-7	5
East South Central	485	407	472	438	443	438	431	502	467	504	4,587	6-8	7
West South Central	704	689	777	689	688	731	680	711	736	785	7,190	5-7	5
Mountain*	241	236	270	244	254	260	250	249	254	252	2,511	9-11	*10
Pacific	1,060	1,007	1,212	1,131	1,164	1,233	1,140	1,270	1,251	1,247	11,715	3-5	4

*Note that data for this division are subject to a high sampling error.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for 1965 are not currently available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
OCTOBER 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in--					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	Oct. 1966 from--		10 months 1966 from 10 months 1965	Oct. 1966 from--						
	Oct. 1965	Sept. 1966		Oct. 1965	Sept. 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+8	+1	+10	+9	+2	0.9	0.5	0.5	0.9	0.3
New England	+6	+1	+10	+8	0	4	2	2	4	1
Middle Atlantic	+7	0	+11	+8	+1	2	1	1	1	1
East North Central	+8	0	+11	+10	+5	2	1	1	2	1
West North Central	+12	+8	+10	+13	+1	3	2	1	2	1
South Atlantic	+7	-1	+9	+8	+4	3	1	1	2	1
East South Central	+4	+3	+8	* +9	+5	3	2	2	*12	1
West South Central	+11	+2	+8	+6	+7	3	2	2	2	1
Mountain	+6	-3	+8	+9	+1	4	2	2	4	1
Pacific	+6	-1	+8	+7	0	3	1	2	2	1
Durable goods, total	+7	0	+11	+8	+1	1.0	0.6	0.6	0.8	0.2
New England	+9	+1	+11	+9	+1	5	2	1	4	1
Middle Atlantic	+4	+1	+12	+9	0	2	1	1	2	1
East North Central	+10	-1	+13	+10	+2	3	1	2	2	1
West North Central	+8	+4	+11	+8	+1	4	2	2	3	1
South Atlantic	+7	0	+11	+8	+1	4	2	2	3	1
East South Central	+5	-3	+11	+7	+2	5	3	2	4	1
West South Central	+6	-2	+9	+5	+1	4	2	2	3	1
Mountain	+4	-5	+8	+9	+2	6	3	5	4	1
Pacific	+5	-2	+9	+8	0	4	2	2	2	1
Nondurable goods, total	+8	+2	+9	+10	+4	1.1	0.7	0.8	1.4	0.5
New England	+4	0	+9	+6	0	5	3	3	5	2
Middle Atlantic	+8	0	+10	+7	0	2	1	1	2	1
East North Central	+6	+1	+9	+11	+10	3	2	2	2	1
West North Central	+16	+10	+10	+18	+1	4	3	2	4	1
South Atlantic	+7	-2	+8	+10	+9	3	2	1	3	1
East South Central	+3	+8	+6	+11	+8	5	2	3	-	2
West South Central	+15	+7	+7	+8	+19	4	2	3	3	1
Mountain	+8	-1	+8	+11	0	6	2	5	6	1
Pacific	+7	0	+8	+6	-2	4	2	2	3	1
Automotive equipment, tire, tubes	+7	0	+5	+3	0	3	2	2	3	1
New England	(X)	+2	0	(X)	0	-	4	9	-	1
Middle Atlantic	(X)	+5	+3	-7	-2	-	4	5	7	1
East North Central	+6	-1	+3	+10	+1	8	3	5	7	1
West North Central	+17	+7	+12	-1	+1	9	3	5	8	1
South Atlantic	+4	+1	+3	+3	0	7	3	3	7	2
East South Central	(X)	-3	+4	(X)	-2	-	3	6	-	2
West South Central	(X)	+1	+7	(X)	0	-	4	9	-	1
Mountain	(X)	(X)	+6	(X)	+6	-	-	5	-	1
Pacific	+6	-3	+7	+8	0	9	2	3	9	2
Electrical supplies, apparatus	+10	-1	+14	+12	+1	3	2	2	2	1
New England	(X)	(X)	+15	(X)	(X)	-	-	5	-	-
Middle Atlantic	+12	+4	+13	+9	-2	9	4	6	5	1
East North Central	+12	-1	+15	+20	+4	5	4	3	4	1
West North Central	(X)	+3	+15	(X)	+3	-	4	3	-	2
South Atlantic	(X)	-7	+14	+3	-2	-	4	4	5	2
East South Central	(X)	(X)	+13	+8	+2	-	-	5	8	2
West South Central	(X)	+1	+10	+13	-1	-	4	7	8	2
Mountain	(X)	+3	+19	(X)	+2	-	4	3	-	3
Pacific	+10	-9	+15	+8	+1	7	3	5	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+10	-4	+16	+17	+4	3	2	1	2	1
New England	(X)	+10	+18	(X)	(X)	-	3	7	-	-
Middle Atlantic	+5	(X)	+14	+13	+2	7	4	4	7	1
East North Central	+12	-1	+20	+18	+3	8	3	5	7	2
West North Central	(X)	-9	+21	+10	+10	-	4	3	8	2
South Atlantic	(X)	-4	+17	+15	+1	-	5	3	8	2
East South Central	(X)	(X)	+19	(X)	+7	-	6	5	-	2
West South Central	(X)	-4	+17	(X)	+4	-	4	6	-	2
Pacific	+23	(X)	+12	+34	+8	8	-	3	8	2
Furniture, home furnishings, total	+5	0	+9	+3	+2	2	2	2	3	1
New England	+8	-8	+7	(X)	(X)	6	7	6	-	-
Middle Atlantic	-3	+7	+7	+2	(X)	4	3	3	6	-
East North Central	+18	+2	+14	+20	+7	5	7	5	7	1
West North Central	+5	-3	+6	(X)	+3	4	8	7	-	2
South Atlantic	+12	+4	+11	-1	0	5	3	3	9	2
East South Central	(X)	(X)	+10	(X)	+8	-	-	8	-	2
West South Central	+2	-4	+10	(X)	0	5	5	3	-	2
Mountain	-1	(X)	+11	(X)	-6	6	-	9	-	2
Pacific	-2	-5	+7	-1	+2	3	6	6	8	1
Hardware	+9	-1	+12	+7	+2	3	1	1	2	1
New England	(X)	+1	+10	(X)	+1	-	4	4	-	1
Middle Atlantic	(X)	+7	+13	(X)	-4	-	5	6	-	1
East North Central	+14	-2	+14	+13	+2	5	2	2	5	1
West North Central	+3	-9	+6	-1	+4	9	4	4	7	1
South Atlantic	+16	+6	+13	+5	+3	8	4	3	8	1
East South Central	+3	-7	+10	-5	0	5	2	1	4	1
West South Central	(X)	(X)	+4	+16	(X)	-	-	4	7	-
Mountain	+1	(X)	+8	+10	(X)	-	-	4	8	-
Pacific	+12	+1	+15	+15	+1	6	4	3	7	2
Plumbing and heating equipment, supplies	+1	-1	+9	+5	-2	2	2	2	2	1
New England	(X)	+3	+9	(X)	+9	-	5	5	-	1
Middle Atlantic	+9	+2	+11	+2	-3	7	4	4	5	1
East North Central	+6	-4	+11	+10	-9	8	3	3	6	1
West North Central	(X)	-1	+14	-1	0	-	4	4	7	2
South Atlantic	-3	-1	+6	+3	+4	8	3	3	8	1
East South Central	(X)	+6	+18	(X)	+3	-	7	6	-	1
West South Central	(X)	+7	+5	(X)	-1	-	7	6	-	2
Mountain	(X)	(X)	+5	(X)	+2	-	-	7	-	2
Pacific	(X)	-9	+6	+11	-2	-	3	3	7	1

See footnotes at end of table.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS OCTOBER 1966--Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in--					Sampling errors of the percent changes for columns--[2]				
	Sales			Inventories						
	Oct. 1966 from--		10 months 1966 from 10 months 1965	Oct. 1966 from--						
	Oct. 1965	Sept. 1966		Oct. 1965	Sept. 1966					
	A	B	C	D	E	A	B	C	D	E
Lumber, construction materials, total	-6	-3	+1	+2	-2	3	2	2	3	1
New England	(X)	(X)	+10	(X)	(X)	-	-	7	-	-
Middle Atlantic	(X)	-4	0	+6	-2	-	3	7	6	2
East North Central	+1	-2	+6	+2	-2	8	4	5	6	1
West North Central	(X)	+4	+4	+2	-3	-	5	7	7	2
South Atlantic	-12	-4	+1	+4	(X)	9	4	3	7	-
East South Central	(X)	(X)	+3	(X)	-1	-	-	7	-	3
West South Central	(X)	-5	0	(X)	-3	-	6	6	-	1
Mountain	(X)	-18	-5	(X)	-4	-	4	6	-	3
Pacific	-18	-6	-3	-2	-2	8	3	5	7	2
Industrial machinery, equipment supplies distributors	+13	+2	+15	+8	+2	4	2	3	3	1
New England	(X)	(X)	+14	(X)	(X)	-	-	6	-	-
Middle Atlantic	(X)	+1	+10	+10	+1	-	5	6	7	2
East North Central	(X)	-4	+18	+19	+5	-	4	6	7	1
South Atlantic	(X)	(X)	+16	(X)	(X)	-	-	9	-	-
West South Central	+11	-2	+10	-1	+3	8	4	5	6	1
Pacific	(X)	+3	+17	(X)	-1	-	6	5	-	1
General-line grocery wholesalers	+7	-1	+8	+5	+3	2	1	1	2	1
New England	(X)	-1	+9	(X)	+3	-	3	6	-	2
Middle Atlantic	+19	+7	+14	+6	+1	6	2	2	6	1
East North Central	+2	-4	+9	0	+3	4	1	2	4	1
West North Central	+8	0	+6	+5	+5	4	1	3	6	1
South Atlantic	+14	-1	+10	+8	+1	7	3	3	8	1
East South Central	(X)	-3	+7	(X)	+8	-	6	2	-	2
West South Central	+4	-6	+8	+6	+3	5	2	2	6	2
Mountain	+8	+5	+7	+11	+15	4	1	1	4	1
Pacific	0	-5	+4	-1	-1	4	1	2	2	1
Specialty-line grocery wholesalers	+5	+3	+5	0	0	3	1	3	4	1
New England	(X)	-4	(X)	(X)	(X)	-	6	-	-	-
Middle Atlantic	+1	0	+3	-1	(X)	8	3	6	7	-
East North Central	+9	+1	+6	+16	+2	7	2	2	7	2
West North Central	(X)	+2	+7	(X)	(X)	-	3	8	-	-
South Atlantic	(X)	0	+6	(X)	0	-	4	6	-	3
West South Central	(X)	+3	+7	(X)	(X)	-	4	6	-	
Mountain	(X)	0	(X)	(X)	-4	-	4	-	-	
Pacific	0	+11	+3	(X)	+1	9	5	5	-	3
Fresh fruit, vegetable wholesalers	+10	0	+2	+32	+7	4	2	2	4	2
New England	(X)	-8	+3	(X)	(X)	-	6	6	-	-
Middle Atlantic	+13	+3	+2	(X)	+17	8	5	5	-	5
East North Central	+25	+8	+5	(X)	+10	9	5	5	-	3
West North Central	(X)	0	+2	+5	+6	-	4	6	8	1
South Atlantic	-13	-6	0	(X)	(X)	7	5	4	-	-
East South Central	(X)	+7	+2	(X)	(X)	-	4	6	-	-
West South Central	(X)	(X)	+3	(X)	-2	-	-	5	-	5
Mountain	(X)	-10	(X)	(X)	+13	-	6	-	-	3
Pacific	(X)	-8	0	(X)	+6	-	5	6	-	4
Drug wholesalers (general and specialty lines)	+10	0	+9	+11	+4	3	1	2	2	1
New England	(X)	-4	+13	(X)	+1	-	3	7	-	2
Middle Atlantic	+10	+6	+10	0	+2	6	3	3	7	1
East North Central	-12	0	+8	+13	+7	5	3	2	6	1
West North Central	(X)	-3	+12	(X)	+4	-	3	4	-	2
South Atlantic	+12	+4	+8	+15	+9	6	3	4	5	1
East South Central	+1	-8	+7	(X)	+3	9	2	4	-	1
West South Central	+4	-9	+5	+8	0	6	2	2	5	1
Mountain	(X)	(X)	+13	(X)	+6	-	-	9	-	2
Pacific	+10	-1	+9	+16	+4	5	2	2	5	1
Tobacco distributors	+1	-6	+4	+5	+3	2	1	1	3	1
New England	+1	-7	+6	(X)	+4	9	3	5	-	2
Middle Atlantic	+1	-5	+2	+9	+3	6	2	2	6	1
East North Central	+4	-6	+6	+4	+2	6	2	2	7	2
West North Central	-5	-6	+6	-2	+1	9	2	6	9	2
South Atlantic	+3	-8	+5	+1	+6	7	1	4	8	2
East South Central	(X)	-9	+2	(X)	+9	-	3	8	-	2
West South Central	+3	-3	+4	(X)	0	9	2	5	-	1
Mountain	(X)	(X)	+4	(X)	+1	-	-	6	-	2
Pacific	+2	-5	+4	0	0	8	2	2	7	2
Dry goods, apparel wholesalers	+10	-3	+11	(X)	(X)	3	2	2	-	-
New England	(X)	+1	+13	(X)	(X)	-	5	6	-	-
Middle Atlantic	+10	-5	+10	+11	(X)	4	2	2	5	-
East North Central	(X)	+8	+13	+8	+1	-	6	8	9	3
South Atlantic	(X)	(X)	+13	(X)	+6	-	-	6	-	3
West South Central	(X)	+4	+13	(X)	-3	-	5	9	-	2
Pacific	(X)	(X)	+13	(X)	-3	-	-	7	-	3

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map page 6.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 12).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

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 15 through 17.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey; are shown in tables 8 and 9. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 will be derived from the new sample (see item 6. Estimating Procedures).

Some users may have a more immediate need for comparative data for prior years. The Bureau is now preparing, on the basis of the relationship between the new and old sample data for the first 6 months of 1965, a preliminary series for 1964 and 1965 for each kind-of-business group. These data will be available upon request.

4. Currently Published Data

Sales.--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.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 37 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Table 8.—COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales		
	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9
TOTAL (excl. farm products, raw materials)	13,762	13,153	4.6
DURABLE GOODS, TOTAL	6,544	6,127	6.8
Motor vehicles, automotive equipment, total	967	887	9.0
Automobiles, other motor vehicles	389	333	16.8
Automotive equipment, tires, tubes	578	554	4.3
Electrical goods, total	1,052	929	13.2
Electrical supplies, apparatus	412	367	12.3
Electrical appliances, TV, ratio sets, electronic parts, equipment	640	562	13.9
Furniture, home furnishings, total	281	259	8.5
Home furnishings, floor coverings	186	182	2.2
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0
Hardware	234	225	4.0
Plumbing and heating equipment, supplies	316	310	1.9
Air conditioning, refrigeration equipment supplies	68	68	0
Lumber, construction materials, total	685	560	22.3
Lumber, millwork	472	376	25.5
Construction materials	213	184	15.8
Machinery, equipment, supplies, total	1,684	1,687	-0.2
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9
Construction machinery, equipment	223	226	-1.3
Industrial machinery, equipment, supplies	817	857	-4.7
Professional equipment, supplies	198	174	13.8
Service-establishment equipment, supplies	139	131	6.1
Metals, metalwork (except scrap), total	720	713	1.0
Scrap, waste materials, total	412	403	2.2
Iron, steel scrap	230	248	-7.3
Waste materials	182	155	17.4
NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
Groceries and related products, total	3,069	2,963	3.6
General-line groceries	1,202	1,109	8.4
Specialty-line groceries	799	838	-4.7
Confectionery	93	74	25.7
Meat, meat products	579	541	7.0
Poultry, poultry products	144	131	9.9
Fresh fruits, vegetables	252	272	-7.4
Beer, wine, distilled alcoholic bev., total	619	618	0.2
Beer	276	231	19.5
Wine, distilled spirits	343	387	-11.4
Drugs, chemicals, allied products, total	607	577	5.2
Drugs, drug proprietaries, sundries	360	341	5.6
Paints, varnishes	31	27	14.8
Other chemicals, allied products	216	209	3.3
Tobacco, tobacco products	397	383	3.7
Dry goods, apparel, total	686	664	3.3
Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
Dry goods, notions	248	253	-2.0
Paper, paper products, excluding wallpaper, total	463	446	3.8
Paper	348	375	-7.2
Farm products (raw materials), total	1,256	1,160	8.3
Grain	802	709	13.1
Other nondurable goods, total	1,377	1,373	0.3
Amusement, sporting goods	197	134	47.0
Books, magazines, newspapers	96	94	2.1
Farm supplies	227	221	2.7

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 9.—COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excl. farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	454	469	-3.2	98	105	-6
Paper	317	374	-15.2	91	100	-

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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 items not held for sale, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Current month to previous month inventory trends are based on dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 11 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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.

1966 estimates

The January 1966 "composite" estimate for the new series was a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month in the February 1966 survey. The February 1966 preliminary "composite" estimate was 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 following months the preliminary composite estimates are to 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 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.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 6, 7, and 10. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago month. The sampling errors of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 10. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 estimates. 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 16 percent of the total sales and 29 percent of total inventories were 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 10 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.005 to 1.029.

Table 10.--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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5-2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	3-6	5
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 11.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales																							
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials.....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
	Seasonal adjustment factors for inventories																							
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials.....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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 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 distrubution 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—billiard 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, novelities, 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.

COUNTY BUSINESS PATTERNS: 1965

SMALL-AREA DATA BY INDUSTRY GROUPS NOW ISSUED ANNUALLY IN STATE REPORTS

WHAT is the market? **HOW big is the market?** **WHERE is the market?**

Sales and marketing executives asking these questions will find a valuable tool for establishing their market facts in COUNTY BUSINESS PATTERNS, a standard reference book on small-area data since 1946, issued by the Bureau of the Census in convenient, easy-to-use State reports and in a U.S. summary.

County-by-county statistics, as well as standard metropolitan statistical area, State and U.S. totals are presented by kind of business on:

- Employment
- Taxable payrolls
- Number and employment-size of reporting units

These statistics are shown for detailed kinds of business under the following broad industry groups: agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; transportation and other public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

Businessmen, market researchers, and industrial and civic planners will find County Business Patterns reports useful for:

- Analyzing market potential
- Determining the size and location of sales territories
- Establishing sales quotas and advertising budgets
- Comparing past sales volume with potentials by areas
- Locating production, marketing, or service facilities

First reports in the 1965 series are now available. For order form, write to Publications Distribution Section, Bureau of the Census, Washington, D.C., 20233, or any Department of Commerce field office.

Data published in this series will also be available on punchcards and computer tapes. For information on costs and availability, write to the Business Division, Bureau of the Census, Washington, D.C., 20233.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFIC

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business—for all 3-digit SIC industries and for selected 4-digit SIC industries—by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are—

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

MONTHLY
WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
John T. Connor, Secretary
William H. Shaw, Asst. Secy., Economic Affairs

BUREAU OF THE CENSUS
A. Ross Eckler, Director

NOVEMBER 1966

BW-66-11

SALES AND INVENTORIES

FOR RELEASE
January 20, 1967[1]

SALES

November sales of merchant wholesalers, estimated at $17.7 billion, were up slightly (1%) from the October level and 6 percent above November sales a year ago. Cumulative sales for the 11 months of 1966 totaled $186.6 billion, an increase of 9 percent over the similar period in 1965.

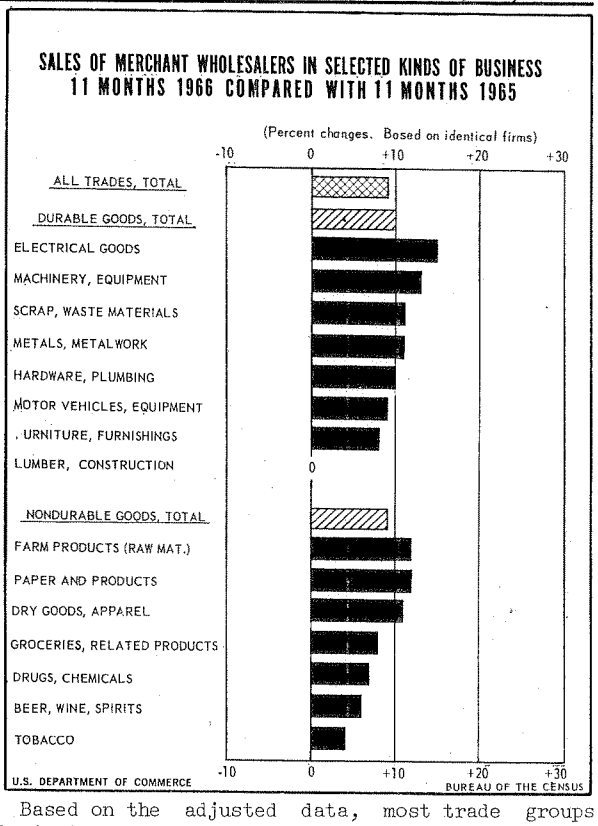
After adjustment for seasonal variations and trading day differences, but not for price changes, November sales amounted to $16.8 billion, slightly (-1%) below the previous month level but 5 percent above November 1965. Adjusted sales in the durable goods trades declined 2 percent from October 1966 but were 3 percent above November 1965; adjusted nondurable goods sales declined slightly (-1%) from the previous month level but were 6 percent above November sales a year ago.

Based on the adjusted data, most trade groups showed either declines or no change from previous month sales. The sharper declines were accounted for by furniture, home furnishings (down 6%), beer, wine, distilled spirits (down 5%), electrical goods (down 3%), and farm products--raw materials (down 3%). Motor vehicles, automotive equipment, machinery, equipment, supplies, groceries and related products, and dry goods, apparel, all reported no changes from previous month levels.

A comparison of adjusted sales for November 1966 with those for November 1965 showed increases in all trades except lumber, construction materials (-11%), scrap, waste materials (-5%), jewelry (-5%), hardware, plumbing, heating equipment (-1%), furniture, home furnishings (unchanged), and dry goods, apparel (unchanged). Among the trades reporting the larger gains over year-ago sales were metals, metalwork (13%), electrical goods (10%), farm products--raw materials (9%), machinery, equipment, supplies (8%), and paper, paper products (8%).

INVENTORIES

Total inventories of merchant wholesalers were valued at $20.6 billion at the end of November. After adjustment for seasonal variations, November inventories were slightly (1%) above October inventories and 9 percent above a year ago. Stocks in both the durable and nondurable goods trades, after adjustment, were slightly (1%) above their October levels. However, stocks of durables were 10 percent above a year ago and nondurable stocks were 8 percent above a year ago.



Based on the adjusted data, most trade groups indicated only small changes from previous month inventory levels. The larger changes were reported in electrical goods (up 9%), farm products--raw materials (up 7%), and scrap, waste materials (up 4%). Changes from year-ago stock levels were more substantial, however, with all trade groups registering gains. The larger increases were reported in electrical goods (20%), farm products--raw materials (17%), scrap, waste materials (16%), and machinery, equipment, supplies (11%).

The November 1966 stock-sales ratio for merchant wholesalers, based on the seasonally adjusted figures, was 116 percent, up 1 point from the previous month stock sales ratio. The stock-sales ratio of durable goods wholesalers was 155 percent compared with the nondurable goods ratio of 87 percent.

Data in this report, based on a new sample since February 1966, are not comparable with data published in this series prior to that date. However, the Bureau has now adjusted the old series data from 1959 to 1965 for all major kinds of business shown in Table 4 on the basis of relationships established between new and old sample data for the first 6 months of 1965 and has issued them in a Supplement to the Monthly Wholesale Trade Report which has been sent to all subscribers of this report.

[1]An advance release of November 1966 data was issued on January 11, 1967.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June	July	August	September	October[1]	November	Total 11 months 1966
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,351	18,039	17,438	17,563	17,714	186,634
TOTAL (exc. farm products, raw materials)	13,762	13,905	16,608	15,559	15,702	16,690	15,205	16,800	16,254	16,152	16,095	172,732
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,426	8,226	7,809	7,795	7,623	83,866
Motor vehicles, automotive equipment, total	967	1,004	1,233	1,133	1,151	1,218	1,167	1,164	1,118	1,117	1,106	12,378
Automobiles, other motor vehicles	389	411	546	465	479	483	446	398	409	397	401	4,824
Automotive equipment, tires, tubes	578	593	687	669	672	735	720	766	709	720	705	7,554
Electrical goods, total	1,052	1,022	1,140	1,084	1,071	1,179	1,180	1,255	1,258	1,234	1,264	12,739
Electrical supplies, apparatus	412	425	482	491	523	546	491	552	527	525	535	5,509
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	658	593	548	633	689	703	731	709	729	7,230
Furniture, home furnishings, total	281	296	382	371	359	370	316	408	399	414	396	3,992
Home furnishings, floor coverings	186	206	271	267	244	253	226	291	283	297	289	2,813
Hardware, plumbing, heating equipment, supplies, total	621	638	761	772	770	831	766	832	789	773	727	8,280
Hardware	234	251	294	282	279	297	266	307	305	298	284	3,097
Plumbing and heating, supplies	316	319	378	391	394	418	393	422	397	397	370	4,195
Air conditioning, refrigeration equipment, supplies	68	66	86	95	93	113	103	100	87	78	73	962
Lumber, construction materials, total	685	672	840	869	910	939	824	913	788	762	722	8,924
Lumber, millwork	472	459	564	562	604	611	520	585	505	483	468	5,833
Construction materials	213	213	276	306	306	328	304	328	283	279	254	3,090
Machinery, equipment, supplies, total	1,684	1,752	2,171	2,069	2,015	2,145	1,900	2,116	2,049	2,026	1,964	21,891
Commercial, industrial machinery, equip.	1,185	1,237	1,517	1,445	1,430	1,519	1,338	1,482	1,423	1,437	1,395	15,408
Construction machinery, equipment	223	268	333	334	319	343	304	307	282	287	267	3,267
Industrial machinery, equipment, supplies	817	822	1,011	955	952	1,010	889	1,003	978	993	975	10,405
Professional equipment, supplies	198	195	233	214	217	255	231	266	266	245	232	2,552
Service-establishment equipment, supplies	139	135	155	147	149	159	137	157	149	154	165	1,646
Metals, metalwork (except scrap), total	720	729	913	843	863	891	752	910	837	870	849	9,177
Iron, steel, and products	529	530	638	610	631	633	537	646	612	613	603	6,582
Nonferrous metals	191	199	274	233	233	259	215	265	226	256	246	2,597
Scrap, waste materials, total	412	381	498	471	469	477	414	472	407	418	411	4,830
Iron, steel scrap	230	204	278	253	258	267	227	251	221	236	231	2,656
Waste materials	182	177	220	218	210	210	186	220	186	182	180	2,171
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,813	9,629	9,768	10,091	102,767
TOTAL (exc. farm products, raw materials)	7,218	7,251	8,499	7,804	7,959	8,507	7,779	8,574	8,445	8,357	8,471	88,864
Groceries and related products, total	3,069	3,010	3,463	3,173	3,291	3,523	3,323	3,479	3,393	3,327	3,416	36,467
General-line groceries	1,202	1,141	1,272	1,206	1,217	1,316	1,245	1,286	1,329	1,278	1,309	13,801
Specialty-line groceries	799	818	940	830	881	938	902	967	895	930	950	9,850
Confectionery	93	90	108	91	91	94	86	93	94	93	84	1,017
Meat, meat products	579	538	658	592	631	647	590	659	635	596	604	6,729
Poultry, poultry products	144	156	176	159	156	167	152	164	166	157	178	1,775
Fresh fruits, vegetables	252	267	309	296	317	361	348	311	274	273	290	3,298
Beer, wine, distilled alcoholic bev., total	619	661	815	762	827	919	805	887	866	853	932	8,946
Beer	276	284	339	336	379	447	425	442	394	350	355	4,027
Wine, distilled spirits	343	377	477	426	448	472	381	444	471	502	577	4,918
Drugs, chemicals, allied products, total	607	580	688	630	635	669	608	684	677	678	670	7,126
Drugs, drug proprietaries, sundries	360	333	391	361	357	370	339	383	391	398	401	4,084
Paints, varnishes	31	34	41	39	42	41	37	39	36	36	33	409
Other chemicals, allied products	216	213	256	229	236	257	232	262	250	244	237	2,632
Tobacco, tobacco products	397	386	438	408	424	466	431	489	471	435	449	4,794
Dry goods, apparel, total	686	702	857	750	751	834	716	933	896	900	872	8,897
Apparel and accessories, hosiery, lingerie, footwear	299	318	399	326	311	366	357	471	468	460	443	4,218
Dry goods, notions	248	255	312	281	298	318	249	323	290	297	281	3,152
Paper, paper products, excluding wallpaper, total	463	453	550	503	526	554	490	568	538	543	538	5,726
Paper	348	342	419	390	408	432	385	439	412	414	405	4,394
Farm products (raw materials), total	1,256	1,155	1,289	1,131	1,259	1,213	1,146	1,239	1,184	1,412	1,619	13,903
Grain	802	718	856	771	908	872	829	897	848	1,032	1,177	9,710
Other nondurable goods, total	1,377	1,459	1,688	1,576	1,506	1,521	1,391	1,535	1,603	1,621	1,596	16,873
Amusement, sporting goods	197	194	217	222	215	243	218	249	254	268	261	2,538
Books, magazines, newspapers	96	98	113	101	99	109	108	115	111	111	106	1,167
Farm supplies	227	265	354	321	307	258	250	241	300	277	253	3,053

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for prior years (1959-1965) are available for major kinds of business groups in a Supplement to the Monthly Wholesale Trade Report issued January 13, 1967. Trend comparisons between 1965 and 1966 are provided in tables 5 and 7.

Table 2.—ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations)

Kind of business	January	February	March	April	May	June	July	August	September	October[1]	November
MERCHANT WHOLESALERS, TOTAL	18,213	18,508	18,861	18,949	19,028	19,141	19,325	19,625	19,658	20,264	20,566
TOTAL (excluding farm products, raw materials)	16,619	16,990	17,457	17,638	17,829	18,014	18,195	18,300	18,299	18,658	18,755
DURABLE GOODS, TOTAL	10,351	10,661	11,048	11,284	11,420	11,494	11,484	11,595	11,507	11,694	11,802
Motor vehicles, automotive equipment, total	1,841	1,936	2,057	2,057	2,012	2,030	2,027	2,008	2,008	2,072	2,092
Automotive equipment, tires, tubes	1,387	1,453	1,528	1,522	1,471	1,504	1,518	1,522	1,535	1,556	1,557
Electrical goods, total	1,473	1,478	1,518	1,539	1,622	1,647	1,624	1,625	1,641	1,684	1,784
Electrical supplies, apparatus	597	605	607	618	658	659	666	662	684	691	718
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	910	921	964	988	958	964	957	993	1,066
Hardware, plumbing, heating equipment, supplies, total	1,221	1,264	1,306	1,329	1,383	1,366	1,330	1,323	1,307	1,309	1,303
Hardware	506	518	529	531	549	544	533	535	527	536	529
Plumbing and heating equipment, supplies	602	631	656	666	702	693	673	662	659	654	652
Machinery, equipment, supplies, total	2,867	2,983	3,131	3,212	3,186	3,229	3,285	3,320	3,252	3,334	3,324
Industrial machinery, equipment, supplies	1,148	1,219	1,265	1,310	1,303	1,313	1,343	1,374	1,326	1,353	1,341
Metals, metalwork (except scrap), total	1,248	1,211	1,223	1,277	1,298	1,271	1,282	1,358	1,331	1,316	1,325
Iron, steel, and products	1,093	1,063	1,052	1,114	1,140	1,114	1,110	1,164	1,141	1,121	1,131
NONDURABLE GOODS, TOTAL	7,862	7,847	7,813	7,665	7,608	7,647	7,842	8,030	8,151	8,570	8,765
TOTAL (excluding farm products, raw materials)	6,268	6,330	6,410	6,354	6,409	6,520	6,711	6,705	6,792	6,964	6,953
Groceries and related products, total	1,812	1,863	1,847	1,846	1,859	1,865	1,917	1,902	1,974	1,971	1,939
General-line groceries	910	935	953	940	931	903	908	929	974	980	955
Beer, wine, distilled alcoholic beverages, total	746	731	788	760	835	827	833	810	831	889	920
Wine, distilled spirits	564	544	588	563	625	619	627	601	628	689	732
Drugs, chemicals, allied products, total	756	741	772	771	781	805	842	840	839	880	873
Drugs, drug proprietaries, druggists' sundries	521	505	524	524	525	542	567	567	571	608	596
Paper, paper products (excluding wallpaper), total	454	478	518	515	520	537	550	543	544	550	554
Paper	317	337	367	362	362	372	382	373	370	363	365

See footnotes below table 3.

Table 3.—STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	January	February	March	April	May	June	July	August	September	October[1]	November
MERCHANT WHOLESALERS, TOTAL	121	123	105	114	112	107	118	109	113	115	116
TOTAL (excluding farm products, raw materials)	121	122	105	113	113	108	120	109	113	116	117
DURABLE GOODS, TOTAL	158	160	136	145	147	140	155	141	147	150	155
Motor vehicles, automotive equipment, total	190	193	167	182	175	167	174	173	180	185	189
Automotive equipment, tires, tubes	240	245	222	228	219	205	211	199	217	216	221
Electrical goods, total	140	145	133	142	151	140	138	129	130	136	141
Electrical supplies, apparatus	145	142	126	126	126	121	136	120	130	132	134
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	138	155	176	156	139	137	131	140	146
Hardware, plumbing, heating equipment, supplies, total	197	198	172	172	180	164	174	159	166	169	179
Hardware	216	206	180	188	197	183	200	174	173	180	186
Plumbing and heating equipment, supplies	191	198	174	170	178	166	171	157	166	165	176
Machinery, equipment, supplies, total	170	170	144	155	158	151	173	157	159	165	169
Industrial machinery, equipment, supplies	141	148	125	137	137	130	151	137	136	136	138
Metals, metalwork (except scrap), total	173	166	134	151	150	143	170	149	159	151	156
Iron, steel, and products	207	201	165	183	181	176	207	180	186	183	188
NONDURABLE GOODS, TOTAL	93	93	80	86	83	79	88	82	85	88	87
TOTAL (excluding farm products, raw materials)	87	87	75	81	81	77	86	78	80	83	82
Groceries and related products, total	59	62	53	58	56	53	58	55	58	59	57
General-line groceries	76	82	75	78	76	69	73	72	73	77	73
Beer, wine, distilled alcoholic beverages, total	121	111	97	100	101	90	103	91	96	104	99
Wine, distilled spirits	164	144	123	132	140	131	165	135	133	137	127
Drugs, chemicals, allied products, total	125	128	112	122	123	120	138	123	124	130	130
Drugs, drug proprietaries, druggists' sundries	145	152	134	145	147	146	167	148	146	153	149
Paper, paper products, excluding wallpaper, total	98	106	94	102	99	97	112	96	101	101	103
Paper	91	99	88	93	89	86	99	85	90	88	90

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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates and stock-sales ratios for prior years (1959-1965) are available for selected kinds of business in a Supplement to the Monthly Wholesale Trade Report issued January 13, 1967. However, trend comparisons with November 1965 are provided in tables 5 and 7.

Table 4.—ESTIMATED MONTHLY SALES, INVENTORIES, AND STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Sales and inventories in millions of dollars. Stock-sales ratios in percent)

Kind of business	January	February	March	April	May	June	July	August	September	October[1]	November
	Sales ADJUSTED for seasonal variations and trading day differences										
MERCHANT WHOLESALERS, TOTAL	16,981	16,779	17,334	16,966	16,880	17,438	16,989	17,217	16,981	17,029	16,790
TOTAL (excl. farm products, raw materials)	15,550	15,508	16,044	15,710	15,563	16,024	15,754	15,949	15,782	15,775	15,570
DURABLE GOODS, TOTAL	7,563	7,538	7,887	7,718	7,601	7,637	7,607	7,737	7,514	7,574	7,445
Motor vehicles, automotive equipment	1,106	1,139	1,205	1,099	1,137	1,125	1,141	1,119	1,107	1,096	1,094
Electrical goods	1,195	1,132	1,139	1,190	1,162	1,140	1,225	1,180	1,179	1,183	1,151
Furniture, home furnishings	322	330	358	382	364	374	352	376	378	386	365
Hardware, plumbing, heating equipment	767	761	794	778	750	754	750	737	721	716	702
Lumber, construction materials	873	836	856	877	850	843	784	785	720	719	704
Machinery, equipment, supplies	1,901	1,969	2,033	1,975	1,922	1,963	1,961	2,051	1,993	2,030	2,021
Metals, metalwork (except scrap)	808	792	846	813	808	822	783	881	854	880	858
Scrap, waste materials	431	397	457	448	454	460	467	461	415	417	407
NONDURABLE GOODS, TOTAL	9,418	9,241	9,447	9,248	9,279	9,800	9,382	9,480	9,467	9,455	9,345
TOTAL (excl. farm products, raw materials)	7,987	7,970	8,157	7,992	7,962	8,386	8,147	8,212	8,268	8,200	8,125
Groceries and related products	3,286	3,276	3,333	3,282	3,272	3,431	3,353	3,365	3,359	3,337	3,323
Beer, wine, distilled alcoholic beverages	812	826	810	806	806	885	820	849	883	864	822
Drugs, chemicals, allied products	650	641	650	639	637	647	647	648	648	657	651
Tobacco, tobacco products	447	438	438	424	424	443	428	458	463	441	438
Dry goods, apparel	817	745	795	774	798	838	771	847	814	810	808
Paper, paper products, excluding wallpaper	498	496	531	513	527	541	527	535	524	523	520
Farm products (raw materials)	1,431	1,271	1,290	1,256	1,317	1,414	1,235	1,268	1,200	1,255	1,220
Other nondurable goods	1,477	1,547	1,600	1,555	1,498	1,603	1,602	1,510	1,576	1,569	1,563
	Inventories ADJUSTED for seasonal variations										
MERCHANT WHOLESALERS, TOTAL	18,231	18,580	18,881	19,008	19,149	19,310	19,444	19,742	19,600	19,924	20,191
TOTAL (excl. farm products, raw materials)	16,920	17,257	17,538	17,593	17,667	17,852	18,079	18,271	18,149	18,461	18,627
DURABLE GOODS, TOTAL	10,571	10,809	10,995	11,209	11,239	11,318	11,349	11,577	11,435	11,722	11,891
Motor vehicles, automotive equipment	1,863	1,940	2,017	2,055	1,970	1,969	2,019	2,047	2,020	2,095	2,100
Electrical goods	1,525	1,497	1,545	1,544	1,593	1,586	1,624	1,629	1,599	1,634	1,780
Hardware, plumbing, heating equipment	1,271	1,274	1,275	1,306	1,344	1,315	1,286	1,314	1,308	1,322	1,344
Machinery, equipment, supplies	2,893	3,038	3,131	3,193	3,133	3,250	3,239	3,317	3,232	3,351	3,344
Metals, metalwork (except scrap)	1,253	1,223	1,235	1,268	1,292	1,277	1,277	1,339	1,340	1,336	1,325
NONDURABLE GOODS, TOTAL	7,660	7,771	7,886	7,800	7,910	7,992	8,095	8,165	8,165	8,203	8,300
TOTAL (excl. farm products, raw materials)	6,349	6,448	6,543	6,384	6,428	6,534	6,729	6,694	6,714	6,740	6,735
Groceries and related products	1,807	1,857	1,840	1,843	1,852	1,892	1,976	1,965	1,988	1,895	1,884
Beer, wine, distilled alcoholic beverages	785	809	831	762	824	830	838	812	812	822	819
Drugs, chemicals, allied products	768	758	777	760	783	815	845	831	833	862	860
Paper, paper products, excluding wallpaper	467	501	524	500	522	531	537	530	546	557	551
	Stock-sales ratios based on ADJUSTED data										
MERCHANT WHOLESALERS, TOTAL	107	111	109	112	113	111	114	115	115	117	120
TOTAL (excl. farm products, raw materials)	109	111	109	112	114	111	115	115	115	117	119
DURABLE GOODS, TOTAL	140	143	139	145	148	148	149	150	152	155	160
Motor vehicles, automotive equipment	168	170	167	187	173	175	177	183	182	191	190
Electrical goods	128	132	136	130	137	139	133	138	136	138	155
Hardware, plumbing, heating equipment	166	167	161	168	179	174	171	178	181	185	191
Machinery, equipment, supplies	152	154	154	162	163	166	165	162	162	165	165
Metals, metalwork (except scrap)	155	154	146	156	160	155	163	152	157	152	154
NONDURABLE GOODS, TOTAL	81	84	83	84	85	82	86	86	86	87	89
TOTAL (excl. farm products, raw materials)	79	81	80	80	81	78	83	82	81	82	83
Groceries and related products	55	57	55	56	56	55	59	58	59	57	57
Beer, wine, distilled alcoholic beverages	97	98	103	95	102	94	102	96	92	95	100
Drugs, chemicals, allied products	118	118	120	119	123	126	131	128	129	131	130
Paper, paper products, excluding wallpaper	94	101	99	98	99	98	102	99	104	107	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 and minor revisions.

[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates for prior years (1959-1965) are available for selected kinds of business in a Supplement to the Monthly Wholesale Trade Report issued January 13, 1967. However, trend comparisons with November 1965 are provided in table 5.

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: NOVEMBER 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	Nov. 1966 from--		11 months 1966 from 11 months 1965	Nov. 1966 from--		Nov. 1966 from--		Nov. 1966 from--	
	Nov. 1965	Oct. 1966		Nov. 1965	Oct. 1966	Nov. 1965	Oct. 1966	Nov. 1965	Oct. 1966
MERCHANT WHOLESALERS, TOTAL	+6	+1	+9	+9	+1	+5	-1	+9	+1
TOTAL (excluding farm products, raw materials)	+6	0	+9	+8	+1	+4	-1	+8	+1
DURABLE GOODS, TOTAL	+5	-2	+10	+10	+1	+3	-2	+10	+1
Motor vehicles, automotive equipment, total	+4	-1	+9	+9	+1	+3	0	+8	0
Automobiles, other motor vehicles	+3	+1	+16	+30	+4	-	-	-	-
Automotive equipment, tires, tubes	+5	-2	+5	+3	0	-	-	-	-
Electrical goods, total	+11	+2	+15	+20	+6	+10	-3	+20	+9
Electrical supplies, apparatus	+9	+2	+14	+14	+4	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+13	+3	+16	+25	+7	-	-	-	-
Furniture, home furnishings, total	+2	-4	+8	+5	-2	0	-6	+5	-1
Furniture-household, office	-2	-9	+9	+10	0	-	-	-	-
Home furnishings, floor coverings	+4	-3	+8	+3	-3	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+1	-6	+10	+8	0	-1	-2	+8	+2
Hardware	+1	-5	+11	+6	-1	-	-	-	-
Plumbing and heating equipment, supplies	-2	-7	+8	+9	0	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+15	-7	+10	+12	+5	-	-	-	-
Lumber, construction materials, total	-9	-5	0	+3	+1	-11	-2	+3	+1
Lumber, millwork	-9	-3	0	+1	-1	-	-	-	-
Construction materials	-9	-9	+1	+7	+3	-	-	-	-
Machinery, equipment, supplies, total	+9	-3	+13	+11	0	+8	0	+11	0
Commercial, industrial machinery, equipment, supplies	+10	-3	+14	+12	-1	-	-	-	-
Commercial machines, equipment	0	-3	+13	+6	0	-	-	-	-
Construction machinery, equipment	-5	-7	+11	+14	-1	-	-	-	-
Industrial machinery, equipment, supplies	+17	-2	+15	+11	-1	-	-	-	-
Professional equipment, supplies	+1	-5	+11	+7	0	-	-	-	-
Service-establishment equipment, supplies	+24	+7	+10	+8	+1	-	-	-	-
Metals, metalwork (except scrap), total	+15	-2	+11	+4	+1	+13	-2	+4	-1
Iron, steel, and products	+14	-2	+10	+3	+1	-	-	-	-
Nonferrous metals	+17	-4	+13	+16	0	-	-	-	-
Scrap, waste materials, total	-4	-2	+11	+17	+5	-5	-2	+16	+4
Iron, steel scrap	+1	-2	+10	+21	+2	-	-	-	-
Waste materials	-8	-1	+12	+12	+9	-	-	-	-
Jewelry	-3	+2	+18	(X)	(X)	-5	-1	(X)	(X)
NONDURABLE GOODS, TOTAL	+7	+3	+9	+8	+2	+6	-1	+8	+1
TOTAL (excluding farm products, raw materials)	+6	+1	+8	+6	0	+5	-1	+6	0
Groceries and related products, total	+8	+3	+8	+5	-1	+6	0	+5	-1
General-line groceries	+15	+2	+9	+4	-3	-	-	-	-
Specialty-line groceries	+1	+2	+5	+2	-1	-	-	-	-
Confectionery	-3	-10	+8	+17	-1	-	-	-	-
Meats, meat products	+8	+1	+13	+16	-1	-	-	-	-
Poultry, poultry products	+8	+13	+11	+25	+3	-	-	-	-
Fresh fruits, vegetables	+5	+7	+2	+11	+3	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+7	+9	+6	+7	+4	+5	-5	+8	0
Beer	+5	+1	+8	+5	-6	-	-	-	-
Wine, distilled spirits	+8	+15	+5	+8	+6	-	-	-	-
Drugs, chemicals, allied products, total	+7	-1	+7	+6	-1	+6	-1	+6	0
Drugs, drug proprietaries, druggists' sundries	+6	+1	+9	+4	-2	-	-	-	-
Paints, varnishes	+4	-8	+3	+6	+1	-	-	-	-
Other chemicals, allied products	+11	-3	+6	+10	+2	-	-	-	-
Tobacco, tobacco products	+4	+3	+4	+4	+2	+2	-1	+4	0
Dry goods, apparel, total	+1	-3	+9	(X)	(X)	0	0	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+5	-4	+9	+11	-1	-	-	-	-
Dry goods, notions	-6	-5	+9	(X)	(X)	-	-	-	-
Piece goods converters	+6	+4	+10	(X)	(X)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+10	-1	+12	+7	+1	+8	-1	+7	-1
Paper	+9	-2	+12	+9	0	-	-	-	-
Stationery, office supplies	+13	+2	+12	+4	+1	-	-	-	-
Farm products (raw materials), total	+11	+15	+12	+17	+13	+9	-3	+17	+7
Cotton	+6	+31	-10	(X)	(X)	-	-	-	-
Grain	+12	+14	+16	(X)	(X)	-	-	-	-
Other nondurable goods, total	+6	-2	+10	+6	0	+7	0	+5	-1
Amusement, sporting goods	+8	-2	+13	+14	-6	-	-	-	-
Books, magazines, newspapers	+10	-5	+8	+7	+1	-	-	-	-
Farm supplies	-1	-9	+8	+4	-2	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate.

[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes due to births and deaths during the period compared. However, they are believed to represent the changes from a year ago more accurately than if a comparison were made between the new series and the same month a year ago in the old series.

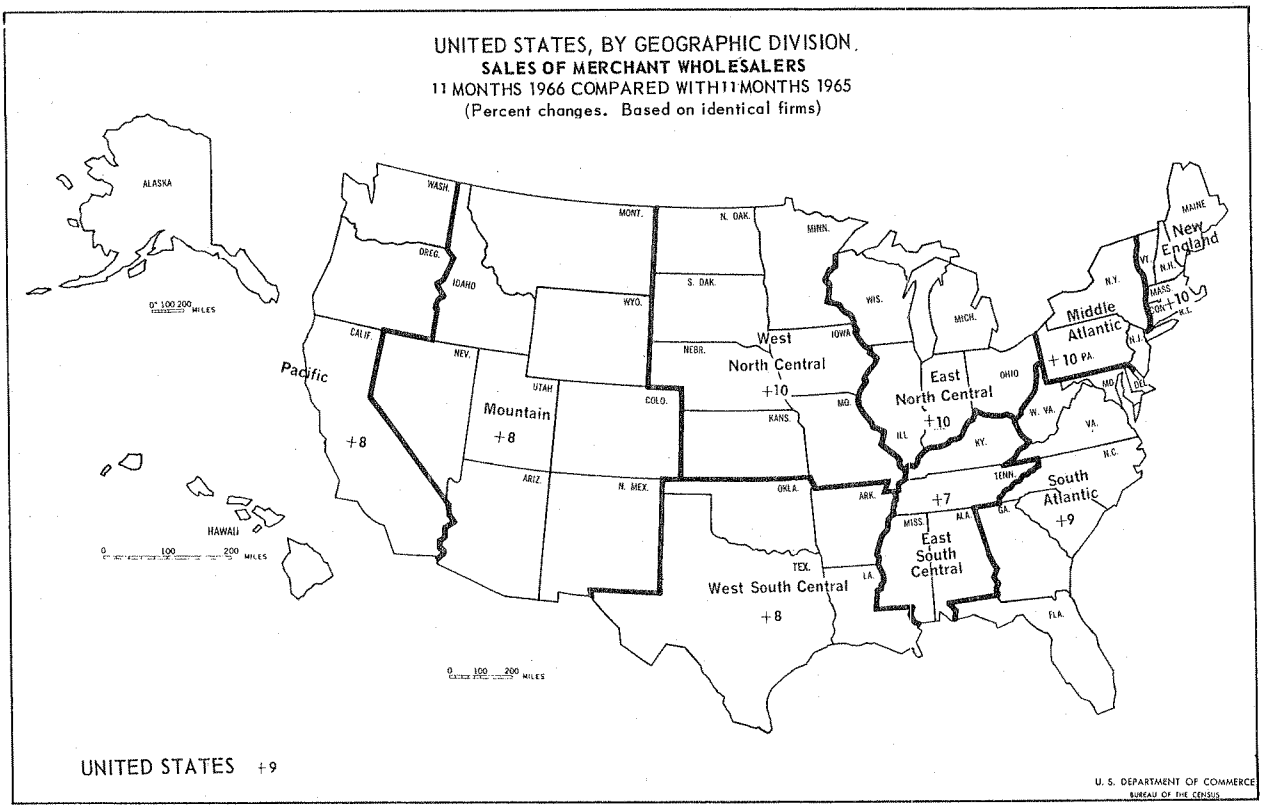


Table 6.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS AND SAMPLING ERRORS, BY GEOGRAPHIC DIVISION: 1966

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business	January	February	March	April	May	June	July	August	September	October[1]	November	Total 11 months	Sampling error of the monthly dollar estimate	
													Range	Median
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,351	18,039	17,438	17,563	17,714	186,634	0.6-1.2	0.8
New England	719	725	896	811	820	909	800	875	851	851	864	9,122	4-6	5
Middle Atlantic	4,116	4,313	5,166	4,659	4,824	5,103	4,475	5,017	4,926	4,998	5,072	52,669	2-2	2
East North Central	2,973	2,874	3,352	3,207	3,302	3,487	3,148	3,498	3,392	3,342	3,306	35,881	2-3	2
West North Central	1,223	1,185	1,416	1,359	1,374	1,444	1,388	1,505	1,436	1,533	1,528	15,391	2-6	4
South Atlantic	1,452	1,496	1,771	1,682	1,659	1,726	1,641	1,795	1,720	1,720	1,805	18,467	3-4	3
East South Central	817	731	850	809	816	832	774	901	856	848	884	9,118	4-5	4
West South Central	1,300	1,309	1,514	1,412	1,388	1,448	1,321	1,421	1,397	1,459	1,486	15,456	3-5	3
Mountain	418	434	513	462	477	512	503	494	478	464	448	5,204	6-8	7
Pacific	1,999	1,993	2,420	2,288	2,301	2,441	2,300	2,532	2,381	2,348	2,321	25,325	2-3	3
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,426	8,226	7,809	7,795	7,623	83,866	0.8-1.2	0.9
New England	305	308	402	368	374	406	351	389	380	386	387	4,057	4-7	6
Middle Atlantic	1,599	1,634	2,030	1,864	1,886	2,004	1,721	1,962	1,901	1,929	1,918	20,448	2-3	2
East North Central	1,411	1,395	1,681	1,624	1,634	1,724	1,585	1,767	1,699	1,642	1,581	17,743	2-3	2
West North Central	451	462	565	562	543	587	548	590	572	596	574	6,050	4-5	4
South Atlantic	733	726	866	868	873	890	823	902	852	836	838	9,207	3-5	4
East South Central	333	324	378	371	372	394	343	399	389	378	375	4,056	4-6	5
West South Central	597	620	737	723	700	717	642	710	661	657	641	7,405	4-7	5
Mountain	176	197	242	218	223	252	253	245	224	228	210	2,469	6-10	8
Pacific	939	986	1,208	1,157	1,137	1,208	1,160	1,263	1,130	1,143	1,100	12,431	3-4	2
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,813	9,629	9,768	10,091	102,767	1.1-2.0	1.4
New England	414	416	494	443	446	503	449	486	471	465	477	5,065	5-8	6
Middle Atlantic	2,516	2,679	3,136	2,795	2,939	3,099	2,754	3,055	3,025	3,069	3,154	32,221	2-4	3
East North Central	1,562	1,480	1,671	1,583	1,668	1,762	1,563	1,731	1,693	1,700	1,725	18,138	3-5	3
West North Central	772	723	850	797	831	857	840	916	864	937	954	9,341	4-7	5
South Atlantic	719	770	905	814	786	836	818	893	868	884	967	9,260	4-7	5
East South Central	485	407	472	438	443	438	431	502	467	470	509	5,062	6-8	7
West South Central	704	689	777	689	688	731	680	711	736	802	845	8,052	5-7	5
Mountain*	241	236	270	244	254	260	250	249	254	236	239	2,734	9-11	*10
Pacific	1,060	1,007	1,212	1,131	1,164	1,233	1,140	1,270	1,251	1,205	1,221	12,894	3-5	4

Note: Detail may not add to totals due to rounding and minor revisions.
*Note that data for this division are subject to a high sampling error.
[1]Final estimates. See page 11, Estimating Procedures.

Dollar volume estimates by geographic divisions for 1965 are not available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
NOVEMBER 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in--					Sampling errors of the percent changes for columns--[2]				
	Sales			Inventories						
	Nov. 1966 from--		11 months 1966 from 11 months 1965	Nov. 1966 from--						
	Nov. 1965	Oct. 1966		Nov. 1965	Oct. 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+6	+1	+9	+9	+1	0.9	0.5	0.4	0.9	0.3
New England	+7	+1	+10	+9	0	4	2	2	4	1
Middle Atlantic	+4	+1	+10	+8	+2	2	1	1	1	1
East North Central	+5	-1	+10	+9	+1	2	1	1	2	1
West North Central	+7	0	+10	+10	+2	3	2	1	2	1
South Atlantic	+6	+5	+9	+10	+1	3	1	1	2	1
East South Central	+2	+4	+7	*+11	+4	3	2	2	*12	1
West South Central	+7	+2	+8	+11	+3	3	2	1	2	1
Mountain	+2	-3	+8	+8	-1	4	2	2	4	1
Pacific	+4	-1	+8	+7	+1	3	1	2	2	1
Durable goods, total	+5	-2	+10	+10	+1	1.0	0.6	0.6	0.8	0.2
New England	+4	0	+10	+9	+1	5	2	1	4	1
Middle Atlantic	+5	-1	+11	+11	+3	2	1	1	2	1
East North Central	+6	-4	+12	+9	+1	3	1	1	2	1
West North Central	+8	-4	+11	+7	0	4	2	2	3	1
South Atlantic	+7	0	+10	+11	0	4	2	2	3	1
East South Central	+1	-1	+10	+10	0	5	3	2	4	1
West South Central	+4	-2	+9	+10	0	4	2	2	3	1
Mountain	-2	-8	+8	+10	-1	6	3	4	4	1
Pacific	+2	-4	+8	+11	+1	4	2	2	2	1
Nondurable goods, total	+7	+3	+9	+8	+2	1.1	0.7	0.8	1.4	0.5
New England	+9	+3	+9	+9	0	5	3	3	5	2
Middle Atlantic	+3	+3	+10	+5	0	2	1	1	2	1
East North Central	+5	+1	+9	+9	+1	3	2	1	2	1
West North Central	+7	+2	+10	+13	+5	4	3	2	4	1
South Atlantic	+6	+9	+8	+8	+1	3	2	1	3	1
East South Central	+4	+8	+6	(X)	+9	5	2	2	-	2
West South Central	+8	+5	+7	+13	+7	4	2	3	3	1
Mountain	+6	+1	+8	+5	-2	6	2	3	6	1
Pacific	+6	+1	+8	0	0	4	2	2	3	1
Automotive equipment, tire, tubes	+5	-2	+5	+3	0	3	2	2	3	1
New England	(X)	-7	0	(X)	-1	-	4	8	-	1
Middle Atlantic	(X)	-3	+4	-3	(X)	-	4	5	7	-
East North Central	-8	0	+2	+2	-4	8	3	5	7	1
West North Central	(X)	-1	+13	-2	(X)	-	3	5	8	-
South Atlantic	+7	-2	+4	+1	-2	7	3	3	7	2
East South Central	(X)	+1	+4	(X)	+2	-	3	5	-	2
West South Central	(X)	+6	+7	(X)	+1	-	4	9	-	1
Mountain	(X)	-9	+5	(X)	-2	-	3	5	-	1
Pacific	+5	-8	+6	-1	0	9	2	3	9	2
Electrical supplies, apparatus	+9	+2	+14	+14	+4	3	2	2	2	1
New England	(X)	(X)	+14	(X)	(X)	-	-	5	-	-
Middle Atlantic	+10	+5	+13	+7	+4	9	4	5	5	1
East North Central	+13	+1	+15	+29	+6	5	4	2	4	1
West North Central	(X)	+1	+14	(X)	+18	-	4	3	-	2
South Atlantic	(X)	+6	+14	+19	+3	-	4	4	5	2
East South Central	(X)	(X)	+11	+15	+3	-	-	6	8	2
West South Central	(X)	+4	+11	+26	+9	-	4	7	8	2
Mountain	(X)	0	+17	(X)	+1	-	4	3	-	3
Pacific	-3	-2	+19	-1	-2	7	3	5	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+13	+3	+16	+25	+7	3	2	1	2	1
New England	(X)	-2	+17	(X)	+3	-	3	7	-	3
Middle Atlantic	+10	+1	+13	+35	+7	7	4	3	7	1
East North Central	+18	+1	+19	+20	+8	8	3	5	7	2
West North Central	(X)	(X)	+20	+23	+24	-	-	3	8	2
South Atlantic	(X)	+8	+18	+13	+2	-	5	3	8	2
East South Central	(X)	+10	+19	(X)	+1	-	6	5	-	2
West South Central	(X)	+6	+16	(X)	+4	-	4	6	-	2
Pacific	-1	0	+11	+28	+9	8	3	3	8	2
Furniture, home furnishings, total	+2	-4	+8	+5	-2	2	2	1	3	1
New England	-4	-14	+7	(X)	-5	6	7	5	-	2
Middle Atlantic	+8	+3	+7	0	-3	4	3	2	6	1
East North Central	+6	-11	+13	+7	-1	5	7	5	7	1
West North Central	+20	-1	+7	(X)	+10	4	8	7	-	2
South Atlantic	-8	+1	+9	+10	-7	5	3	3	9	2
East South Central	(X)	(X)	+9	(X)	0	-	-	7	-	2
West South Central	+9	-1	+9	(X)	-2	5	5	4	-	2
Mountain	-24	(X)	+10	(X)	-7	6	-	8	-	2
Pacific	-12	-9	+5	+4	-2	3	6	6	8	1
Hardware	+1	-5	+11	+6	-1	3	1	1	2	1
New England	(X)	-12	+10	(X)	-2	-	4	4	-	1
Middle Atlantic	(X)	-1	+12	(X)	-1	-	5	6	-	1
East North Central	+11	-8	+14	+10	+1	5	2	2	5	1
West North Central	+5	-1	+6	+13	-3	9	4	4	7	1
South Atlantic	-4	-3	+12	+4	-3	8	4	3	8	1
East South Central	-2	-5	+9	+4	+1	5	2	1	4	1
West South Central	(X)	-7	+4	+4	-2	-	3	5	7	1
Mountain	(X)	-6	+6	+3	-2	-	4	4	8	1
Pacific	-1	-3	+13	-1	-2	6	4	3	7	2
Plumbing and heating equipment, supplies	-2	-7	+8	+9	0	2	2	1	2	1
New England	(X)	+4	+9	(X)	+2	-	5	5	-	1
Middle Atlantic	-5	-5	+9	-4	(X)	7	4	4	5	-
East North Central	+3	-11	+10	+10	-2	8	3	3	6	1
West North Central	(X)	-18	+13	+10	-4	-	4	4	7	2
South Atlantic	+4	-2	+6	+9	-2	8	3	3	8	1
East South Central	(X)	-10	+16	(X)	-5	-	7	7	-	1
West South Central	(X)	-3	+3	(X)	-4	-	7	5	-	2
Mountain	(X)	(X)	+5	(X)	-1	-	-	6	-	2
Pacific	(X)	+1	+4	+26	(X)	-	3	2	7	-

See footnotes at end of table.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS NOVEMBER 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in--					Sampling errors of the percent changes for columns--[2]				
	Sales			Inventories						
	Nov. 1966 from--		11 months 1966 from 11 months 1965	Nov. 1966 from--						
	Nov. 1965	Oct. 1966		Nov. 1965	Oct. 1966					
	A	B	C	D	E	A	B	C	D	E
Lumber, construction materials, total	-9	-5	0	+3	+1	3	2	2	3	1
New England	(X)	+4	+10	(X)	+3	-	6	6	-	2
Middle Atlantic	(X)	-4	-1	0	+2	-	3	7	6	2
East North Central	-5	-6	+5	+3	0	8	4	4	6	1
West North Central	(X)	-16	+2	-5	-4	-	5	6	7	2
South Atlantic	-10	+8	+1	+6	+1	9	4	3	7	2
East South Central	(X)	-8	0	(X)	(X)	-	5	7	-	-
West South Central	(X)	-6	0	(X)	+2	-	6	6	-	1
Mountain	(X)	(X)	-6	(X)	+2	-	-	6	-	3
Pacific	-18	-11	-5	+4	+1	8	3	5	7	2
Industrial machinery, equipment supplies distributors	+17	-2	+15	+11	-1	4	2	2	3	1
New England	(X)	(X)	+14	(X)	+1	-	-	6	-	2
Middle Atlantic	(X)	+1	+11	+11	+1	-	5	5	7	2
East North Central	(X)	0	+18	+9	-1	-	4	5	7	1
South Atlantic	(X)	(X)	+17	(X)	+1	-	-	8	-	2
East South Central	(X)	(X)	+22	(X)	(X)	-	-	9	-	-
West South Central	-3	(X)	+9	+5	-5	8	-	5	6	1
Pacific	(X)	(X)	+19	(X)	-1	-	-	5	-	1
General-line grocery wholesalers	+15	+2	+9	+4	-3	2	1	1	2	1
New England	(X)	+8	+9	(X)	-2	-	3	5	-	2
Middle Atlantic	+13	+5	+14	+11	0	6	2	2	6	1
East North Central	+10	+1	+10	+9	-3	4	1	2	4	1
West North Central	+3	+1	+6	-2	-1	4	1	2	6	1
South Atlantic	+4	+3	+9	+5	+2	7	3	2	8	1
East South Central	(X)	+6	+8	(X)	-3	-	6	2	-	2
West South Central	+19	+3	+8	+5	-5	5	2	2	6	2
Mountain	+6	-3	+7	+4	-1	4	1	1	4	1
Pacific	(X)	+1	+4	-7	-8	-	1	2	2	1
Specialty-line grocery wholesalers	+1	+2	+5	+2	-1	3	1	3	4	1
New England	(X)	+9	(X)	(X)	-1	-	6	-	-	4
Middle Atlantic	-9	+3	+2	-13	-2	8	3	6	7	2
East North Central	+4	+6	+6	+18	-2	7	2	2	7	2
West North Central	(X)	+4	+8	(X)	-5	-	3	7	-	1
South Atlantic	(X)	+4	+7	(X)	+1	-	4	5	-	3
East South Central	(X)	-1	(X)	(X)	+3	-	3	-	-	5
West South Central	(X)	(X)	+7	(X)	-6	-	-	6	-	2
Mountain	(X)	-7	(X)	(X)	-8	-	4	-	-	-
Pacific	0	+1	+2	(X)	+2	9	5	5	-	
Fresh fruit, vegetable wholesalers	+5	+7	+2	+11	+3	4	2	2	4	2
New England	(X)	(X)	+4	(X)	(X)	-	-	6	-	-
Middle Atlantic	+5	+8	+3	(X)	(X)	8	5	5	-	-
East North Central	-7	+4	+4	(X)	-3	9	5	4	-	3
West North Central	(X)	+4	+3	+6	+6	-	4	6	8	1
South Atlantic	+13	+15	+1	(X)	+1	7	5	4	-	4
East South Central	(X)	+3	+2	(X)	(X)	-	4	5	-	-
West South Central	(X)	+6	+3	(X)	+6	-	4	5	-	5
Pacific	(X)	+4	0	(X)	-5	-	5	5	-	4
Drug wholesalers (general and specialty lines)	+6	+1	+9	+4	-2	3	1	2	2	1
New England	(X)	+3	+13	(X)	(X)	-	3	6	-	-
Middle Atlantic	+9	+2	+9	+4	(X)	6	3	3	7	-
East North Central	+2	+2	+8	+3	+1	5	3	2	6	1
West North Central	(X)	-2	+12	(X)	-3	-	3	3	-	2
South Atlantic	+11	+4	+8	+9	-5	6	3	4	5	1
East South Central	-2	-4	+6	(X)	-2	9	2	4	-	1
West South Central	-1	+2	+4	0	-1	6	2	2	5	1
Mountain	(X)	(X)	+12	(X)	-4	-	-	8	-	2
Pacific	+1	-6	+8	+5	-4	5	2	2	5	1
Tobacco distributors	+4	+3	+4	+4	+2	2	1	1	3	1
New England	+9	-3	+6	(X)	(X)	9	3	4	-	-
Middle Atlantic	+3	+6	+2	-2	+4	6	2	2	6	1
East North Central	+5	+4	+6	+6	(X)	6	2	2	7	-
West North Central	+6	+2	+5	+5	+6	9	2	5	9	2
South Atlantic	+1	+2	+5	+3	-2	7	1	4	8	2
East South Central	(X)	0	+3	(X)	0	-	3	8	-	2
West South Central	-2	+4	+4	(X)	+2	9	2	4	-	1
Mountain	(X)	(X)	+3	(X)	(X)	-	-	6	-	-
Pacific	+9	+6	+4	+1	+3	8	2	3	7	2
Dry goods, apparel wholesalers	+1	-3	+9	(X)	(X)	3	2	2	-	-
New England	(X)	0	+11	(X)	(X)	-	5	6	-	-
Middle Atlantic	-2	-9	+9	+5	(X)	4	2	2	5	-
East North Central	(X)	+6	+12	+1	-2	-	6	7	9	3
South Atlantic	(X)	(X)	+12	(X)	-6	-	-	7	-	3
West South Central	(X)	(X)	+11	(X)	-3	-	5	8	-	2
Mountain	(X)	-3	(X)	(X)	-4	-	5	-	-	2
Pacific	(X)	(X)	+12	(X)	+4	-	5	7	-	3

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map, page 6.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 12).

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

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 15 through 17.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 8 and 9. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 have been derived from the new sample (see item 6, Estimating Procedures).

To meet the needs of users for long range comparative data, the Bureau of the Census, together with the Office of Business Economics, has adjusted the old series data from 1959 to 1965 for major kind-of-business groups on the basis of relationships established between new and old sample data for the first 6 months of 1965. These data are available in a Supplement to the Monthly Wholesale Trade Report, issued January 13, 1967.

4. Currently Published Data

Sales.--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.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 37 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Table 8.—COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales (millions of dollars)			Kind of business	Sales (millions of dollars)		
	New sample	Old sample	Percent change		New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9	NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excl. farm products, raw materials)	13,762	13,153	4.6	TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
DURABLE GOODS, TOTAL	6,544	6,127	6.8	Groceries and related products, total	3,069	2,963	3.6
Motor vehicles, automotive equipment, total	967	887	9.0	General-line groceries	1,202	1,109	8.4
Automobiles, other motor vehicles	389	333	16.8	Specialty-line groceries	799	838	-4.7
Automotive equipment, tires, tubes	578	554	4.3	Confectionery	93	74	25.7
Electrical goods, total	1,052	929	13.2	Meat, meat products	579	541	7.0
Electrical supplies, apparatus	412	367	12.3	Poultry, poultry products	144	131	9.9
Electrical appliances, TV, ratio sets, electronic parts, equipment	640	562	13.9	Fresh fruits, vegetables	252	272	-7.4
Furniture, home furnishings, total	281	259	8.5	Beer, wine, distilled alcoholic bev., total	619	618	0.2
Home furnishings, floor coverings	186	182	2.2	Beer	276	231	19.5
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0	Wine, distilled spirits	343	387	-11.4
Hardware	234	225	4.0	Drugs, chemicals, allied products, total	607	577	5.2
Plumbing and heating equipment, supplies	316	310	1.9	Drugs, drug proprietaries, sundries	360	341	5.6
Air conditioning, refrigeration equipment supplies	68	68	0	Paints, varnishes	31	27	14.8
Lumber, construction materials, total	685	560	22.3	Other chemicals, allied products	216	209	3.3
Lumber, millwork	472	376	25.5	Tobacco, tobacco products	397	383	3.7
Construction materials	213	184	15.8	Dry goods, apparel, total	686	664	3.3
Machinery, equipment, supplies, total	1,684	1,687	-0.2	Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9	Dry goods, notions	248	253	-2.0
Construction machinery, equipment	223	226	-1.3	Paper, paper products, excluding wallpaper, total	463	446	3.8
Industrial machinery, equipment, supplies	817	857	-4.7	Paper	348	375	-7.2
Professional equipment, supplies	198	174	13.8	Farm products (raw materials), total	1,256	1,160	8.3
Service-establishment equipment, supplies	139	131	6.1	Grain	802	709	13.1
Metals, metalwork (except scrap), total	720	713	1.0	Other nondurable goods, total	1,377	1,373	0.3
Scrap, waste materials, total	412	403	2.2	Amusement, sporting goods	197	134	47.0
Iron, steel scrap	230	248	-7.3	Books, magazines, newspapers	96	94	2.1
Waste materials	182	155	17.4	Farm supplies	227	221	2.7

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 9.—COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories (millions of dollars)			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excl. farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	454	469	-3.2	98	105	-6.7
Paper	317	374	-15.2	91	100	-9.0

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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 items not held for sale, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Current month to previous month inventory trends are based on dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 11 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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.

1966 estimates

The January 1966 "composite" estimate for the new series was a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month in the February 1966 survey. The February 1966 preliminary "composite" estimate was 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 following months the preliminary composite estimates are to 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 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.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 6, 7, and 10. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago month. The sampling errors of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 10. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 estimates. 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 16 percent of the total sales and 29 percent of total inventories were 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 10 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.005 to 1.029.

Table 10.--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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5-2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	3-6	5
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 11.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales																							
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials).....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
	Seasonal adjustment factors for inventories																							
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials).....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in tables 1 and 2 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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 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 distrubution 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—billiard 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, novelities, 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.

COUNTY BUSINESS PATTERNS: 1965

SMALL-AREA DATA BY INDUSTRY GROUPS NOW ISSUED ANNUALLY IN STATE REPORTS

WHAT is the market? **HOW big is the market?** **WHERE is the market?**

Sales and marketing executives asking these questions will find a valuable tool for establishing their market facts in COUNTY BUSINESS PATTERNS, a standard reference book on small-area data since 1946, issued by the Bureau of the Census in convenient, easy-to-use State reports and in a U.S. summary.

County-by-county statistics, as well as standard metropolitan statistical area, State and U.S. totals are presented by kind of business on:

- Employment
- Taxable payrolls
- Number and employment-size of reporting units

These statistics are shown for detailed kinds of business under the following broad industry groups: agricultural services, forestry, and fisheries; mining; contract construction; manufacturing; transportation and other public utilities; wholesale trade; retail trade; finance, insurance, and real estate; and services.

Businessmen, market researchers, and industrial and civic planners will find County Business Patterns reports useful for:

- Analyzing market potential
- Determining the size and location of sales territories
- Establishing sales quotas and advertising budgets
- Comparing past sales volume with potentials by areas
- Locating production, marketing, or service facilities

First reports in the 1965 series are now available. For order form, write to Publications Distribution Section, Bureau of the Census, Washington, D.C., 20233, or any Department of Commerce field office.

Data published in this series will also be available on punchcards and computer tapes. For information on costs and availability, write to the Business Division, Bureau of the Census, Washington, D.C., 20233.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

MEASURES OF VALUE PRODUCED IN AND BY MERCHANT WHOLESALING FIRMS: 1963

This new report from the Bureau of the Census provides several measures of the income produced by merchant wholesalers as a group, by kind of business—for all 3-digit SIC industries and for selected 4-digit SIC industries—by size of firm, and by legal form of organization. These measures provide approximations of the dollar value of the various functions performed in the marketing process and are generally related to the costs incurred in and by merchant wholesaling firms in the distribution of goods.

Among the measures included in this report are—

- total operating receipts for 1963
- gross margin
- value added
- net income produced, at market prices
- net income produced, at factor cost
- payroll

Dollar volume estimates as well as the ratio of these measures to total operating receipts are provided. Measures of sampling variability of these data are also furnished.

This report may be purchased (35¢ per copy) from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Single copies of the report are available free of charge for those organizations that furnished data for the survey. Requests should be addressed to the Bureau of the Census, Washington, D.C., 20233.

MONTHLY WHOLESALE TRADE REPORT

U.S. DEPARTMENT OF COMMERCE
Alexander B. Trowbridge, Acting Secretary
William H. Shaw, Asst. Secy., Economic Affairs

BUREAU OF THE CENSUS
A. Ross Eckler, Director

DECEMBER 1966

BW-66-12

SALES AND INVENTORIES

FOR RELEASE
February 17, 1967[1]

SALES

December sales of merchant wholesalers, estimated at $17.2 billion, were down 2 percent from the November level but were 2 percent above December sales a year ago. Annual sales for the year 1966 totaled $203.7 billion, an increase of 9 percent over the similar period in 1965.

After adjustment for seasonal variations and trading day differences, but not for price changes, December sales amounted to $16.9 billion, up slightly (1%) over the previous month level and 5 percent above December 1965. Adjusted sales in the durable goods trades were 2 percent above the previous month level and 3 percent above a year ago; adjusted nondurable goods sales were up slightly (1%) over the previous month level and 6 percent above December sales a year ago.

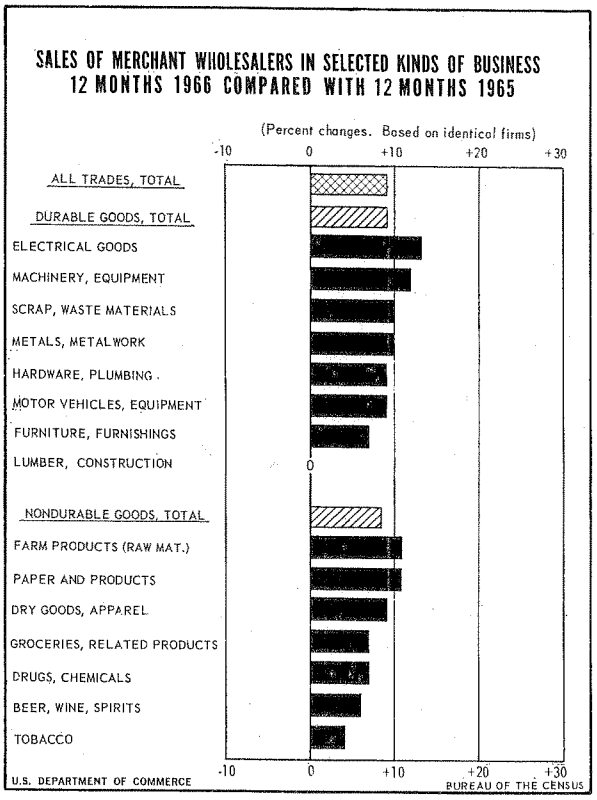
Based on the adjusted data, changes from previous month sales for the various trade groups were mixed, with increases over November sales levels recorded in hardware, plumbing, heating equipment, supplies (8%), machinery, equipment, supplies (8%), jewelry %), farm products--raw materials (8%), dry goods, apparel (5%), lumber, construction materials (4%), and drugs, chemicals, allied products (4%). The larger decreases were registered in electrical goods (down 4%) and furniture, home furnishings (down 4%).

A comparison of adjusted sales for December 1966 with those for December 1965 showed increases in all trades except lumber, construction materials (down 14%) and scrap, waste materials (down 2%). Among the trades reporting the larger gains over year ago sales were metals, metalwork (11%) and motor vehicles, automotive equipment (9%).

INVENTORIES

Total inventories of merchant wholesalers were valued at $20.3 billion at the end of December. After adjustment for seasonal variations, December inventories were slightly (1%) above November inventories and 9 percent above a year ago. Stocks in both the durable and nondurable goods trades, after adjustment, were slightly (1%) above their November levels and were 9 percent above year ago stock levels.

Based on the adjusted data, most trade groups showed only small changes from previous month inventory levels. The larger increases were reported in electrical goods (5%), motor vehicles, automotive equipment (4%), groceries and related products (4%), and tobacco, tobacco products (4%); the larger declines were shown in drug, chemicals, allied products (-4%), lumber, construction materials (-3%), and scrap, waste materials (-3%). Changes from year ago stock levels were more substantial, with all trade groups registering gains. The larger increases were reported in electrical goods (17%), machinery, equipment, supplies (11%), and beer, wine, spirits (11%), and farm products--raw materials (11%).



The December 1966 stock-sales ratio for merchant wholesalers, based on the seasonally adjusted figures, was 121 percent, unchanged from the previous month ratio. The stock-sales ratio of durable goods wholesalers was 159 percent compared with the nondurable goods ratio of 91 percent.

Data in this report, based on a new sample since February 1966, are not comparable with data published in this series prior to that date. However, the Bureau has now adjusted the old series data from 1959 to 1965 for all major kinds of business shown in Table 4 on the basis of relationships established between new and old sample data for the first 6 months of 1965 and has issued them in a Supplement to the Monthly Wholesale Trade Report which has been sent to all subscribers of this report.

[1] An advance release of December 1966 data was issued on February 8, 1967.

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402
Single copies, 15¢ each; annual subscription, $1.50 (Add 50¢ for each subscription to a foreign address.)

Table 1.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences.)

Kind of business	January	February	March	April	May	June	July	August	September	October	November[1]	December	Total 12 months 1966
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,351	18,039	17,438	17,563	17,612	17,181	203,713
TOTAL (exc. farm products,raw materials)	13,762	13,905	16,608	15,559	15,702	16,690	15,205	16,800	16,254	16,152	16,019	15,713	188,369
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,426	8,226	7,809	7,795	7,549	7,277	91,070
Motor vehicles, automotive equipment, total	967	1,004	1,233	1,133	1,151	1,218	1,167	1,164	1,118	1,117	1,116	1,071	13,459
Automobiles, other motor vehicles	389	411	546	465	479	483	446	398	409	397	408	416	5,247
Automotive equipment, tires, tubes	578	593	687	669	672	735	720	766	709	720	708	655	8,212
Electrical goods, total	1,052	1,022	1,140	1,084	1,071	1,179	1,180	1,255	1,258	1,234	1,259	1,205	13,939
Electrical supplies, apparatus	412	425	482	491	523	546	491	552	527	525	523	534	6,031
Electrical appliances, TV, radio sets, electronic parts, equipment	640	597	658	593	548	633	689	703	731	709	736	671	7,908
Furniture, home furnishings, total	281	296	382	371	359	370	316	408	399	414	398	345	4,339
Home furnishings, floor coverings	186	206	271	267	244	253	226	291	283	297	292	236	3,052
Hardware, plumbing, heating equipment, supplies, total	621	638	761	772	770	831	766	832	789	773	719	666	8,938
Hardware	234	251	294	282	279	297	266	307	305	298	282	244	3,339
Plumbing and heating, supplies	316	319	378	391	394	418	393	422	397	397	363	333	4,521
Air conditioning, refrigeration equipment, supplies	68	66	86	95	93	113	103	100	87	78	73	(X)	1,051
Lumber, construction materials, total	685	672	840	869	910	939	824	913	788	762	698	600	9,500
Lumber, millwork	472	459	564	562	604	611	520	585	505	483	457	401	6,223
Construction materials	213	213	276	306	306	328	304	328	283	279	241	199	3,276
Machinery, equipment, supplies, total	1,684	1,752	2,171	2,069	2,015	2,145	1,900	2,116	2,049	2,026	1,921	2,009	23,857
Commercial, industrial machinery, equip	1,185	1,237	1,517	1,445	1,430	1,519	1,338	1,482	1,423	1,437	1,359	1,432	16,804
Construction machinery, equipment	223	268	333	334	319	343	304	307	282	287	254	301	3,555
Industrial machinery, equipment, supplies	817	822	1,011	955	952	1,010	889	1,003	978	993	953	967	11,350
Professional equipment, supplies	198	195	233	214	217	255	231	266	266	245	239	275	2,834
Service-establishment equipment, supplies	139	135	155	147	149	159	137	157	149	154	160	143	1,784
Metals, metalwork (except scrap), total	720	729	913	843	863	891	752	910	837	870	840	801	9,969
Iron, steel, and products	529	530	638	610	631	633	537	646	612	613	591	554	7,124
Nonferrous metals	191	199	274	233	233	259	215	265	226	256	250	247	2,848
Scrap, waste materials, total	412	381	498	471	469	477	414	472	407	418	413	386	5,218
Iron, steel scrap	230	204	278	253	258	267	227	251	221	236	238	223	2,886
Waste materials	182	177	220	218	210	210	186	220	186	182	176	163	2,330
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,813	9,629	9,768	10,062	9,903	112,642
TOTAL (exc. farm products,raw materials)	7,218	7,251	8,499	7,804	7,959	8,507	7,779	8,574	8,445	8,357	8,470	8,436	97,299
Groceries and related products, total	3,069	3,010	3,463	3,173	3,291	3,523	3,323	3,479	3,393	3,327	3,439	3,408	39,896
General-line groceries	1,202	1,141	1,272	1,206	1,217	1,316	1,245	1,286	1,329	1,278	1,307	1,291	15,09
Specialty-line groceries	799	818	940	830	881	938	902	967	895	930	963	928	10,79
Confectionery	93	90	108	91	91	94	86	93	94	93	88	91	1,112
Meat, meat products	579	538	658	592	631	647	590	659	635	596	622	615	7,362
Poultry, poultry products	144	156	176	159	156	167	152	164	166	157	177	169	1,943
Fresh fruits, vegetables	252	267	309	296	317	361	348	311	274	273	283	314	3,605
Beer, wine, distilled alcoholic bev., total	619	661	815	762	827	919	805	887	866	853	922	1,027	9,963
Beer	276	284	339	336	379	447	425	442	394	350	351	361	4,384
Wine, distilled spirits	343	377	477	426	448	472	381	444	471	502	571	666	5,578
Drugs, chemicals, allied products, total	607	580	688	630	635	669	608	684	677	678	681	657	7,794
Drugs, drug proprietaries, sundries	360	333	391	361	357	370	339	383	391	398	407	405	4,495
Paints, varnishes	31	34	41	39	42	41	37	39	36	36	33	28	437
Other chemicals, allies products	216	213	256	229	236	257	232	262	250	244	241	223	2,859
Tobacco, tobacco products	397	386	438	408	424	466	431	489	471	435	434	455	5,234
Dry goods, apparel, total	686	702	857	750	751	834	716	933	896	900	870	745	9,640
Apparel and accessories, hosiery, lingerie, footwear	299	318	399	326	311	366	357	471	468	460	439	334	4,548
Dry goods, notions	248	255	312	281	298	318	249	323	290	297	289	268	3,428
Paper, paper products, excluding wallpaper, total	463	453	550	503	526	554	490	568	538	543	549	524	6,261
Paper	348	342	419	390	408	432	385	439	412	414	414	393	4,796
Farm products (raw materials), total	1,256	1,155	1,289	1,131	1,259	1,213	1,146	1,239	1,184	1,412	1,592	1,468	15,344
Grain	802	718	856	771	908	872	829	897	848	1,032	1,154	992	10,679
Other nondurable goods, total	1,377	1,459	1,688	1,576	1,506	1,521	1,391	1,535	1,603	1,621	1,575	1,619	18,471
Amusement, sporting goods	197	194	217	222	215	243	218	249	254	268	259	263	2,799
Books, magazines, newspapers	96	98	113	101	99	109	108	115	111	111	109	117	1,287
Farm supplies	227	265	354	321	307	258	250	241	300	277	257	289	3,346

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 and minor revisions.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]Final estimates. See page 13, Estimating Procedures.

Dollar volume estimates for prior years (1959-1965) are available for major kinds of business groups in a Supplement to the Monthly Wholesale Trade Report issued January 13, 1967. Trend comparisons between 1965 and 1966 are provided in tables 5 and 7.

Table 2.--ESTIMATED MONTHLY INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations)

Kind of business	January	February	March	April	May	June	July	August	September	October	November[1]	December
MERCHANT WHOLESALERS, TOTAL	18,213	18,508	18,861	18,949	19,028	19,141	19,325	19,625	19,658	20,264	20,608	20,325
TOTAL (excluding farm products, raw materials)	16,619	16,990	17,457	17,638	17,829	18,014	18,195	18,300	18,299	18,658	18,769	18,440
DURABLE GOODS, TOTAL	10,351	10,661	11,048	11,284	11,420	11,494	11,484	11,595	11,507	11,694	11,748	11,668
Motor vehicles, automotive equipment, total	1,841	1,936	2,057	2,057	2,012	2,030	2,027	2,008	2,008	2,072	2,083	2,118
Automotive equipment, tires, tubes	1,387	1,453	1,528	1,522	1,471	1,504	1,518	1,522	1,535	1,556	1,534	1,531
Electrical goods, total	1,473	1,478	1,518	1,539	1,622	1,647	1,624	1,625	1,641	1,684	1,769	1,759
Electrical supplies, apparatus	597	605	607	618	658	659	666	662	684	691	715	682
Electrical appliances, TV, radio sets, electronic parts, equipment	876	873	910	921	964	988	958	964	957	993	1,054	1,077
Hardware, plumbing, heating equipment, supplies, total	1,221	1,264	1,306	1,329	1,383	1,366	1,330	1,323	1,307	1,309	1,291	1,271
Hardware	506	518	529	531	549	544	533	535	527	536	520	520
Plumbing and heating equipment, supplies	602	631	656	666	702	693	673	662	659	654	649	633
Machinery, equipment, supplies, total	2,867	2,983	3,131	3,212	3,186	3,229	3,285	3,320	3,252	3,334	3,338	3,328
Industrial machinery, equipment, supplies	1,148	1,219	1,265	1,310	1,303	1,313	1,343	1,374	1,326	1,353	1,343	1,325
Metals, metalwork (except scrap), total	1,248	1,211	1,223	1,277	1,298	1,271	1,282	1,358	1,331	1,316	1,324	1,323
Iron, steel, and products	1,093	1,063	1,052	1,114	1,140	1,114	1,110	1,164	1,141	1,121	1,125	1,136
NONDURABLE GOODS, TOTAL	7,862	7,847	7,813	7,665	7,608	7,647	7,842	8,030	8,151	8,570	8,860	8,657
TOTAL (excluding farm products, raw materials)	6,268	6,330	6,410	6,354	6,409	6,520	6,711	6,705	6,792	6,964	7,022	6,773
Groceries and related products, total	1,812	1,863	1,847	1,846	1,859	1,865	1,917	1,902	1,974	1,971	1,967	1,969
General-line groceries	910	935	953	940	931	903	908	929	974	980	969	944
Beer, wine, distilled alcoholic beverages, total	746	731	788	760	835	827	833	810	831	889	914	787
Wine, distilled spirits	564	544	588	563	625	619	627	601	628	689	732	612
Drugs, chemicals, allied products, total	756	741	772	771	781	805	842	840	839	880	889	838
Drugs, drug proprietaries, druggists' sundries	521	505	524	524	525	542	567	567	571	608	609	564
Paper, paper products, (excluding wallpaper), total	r475	r488	518	515	520	537	550	543	544	550	566	574
Paper	r338	r347	367	362	362	372	382	373	370	363	374	382

See footnotes below table 3.

Table 3.--STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	January	February	March	April	May	June	July	August	September	October	November[1]	December
MERCHANT WHOLESALERS, TOTAL	121	123	105	114	112	107	118	109	113	115	117	118
TOTAL (excluding farm products, raw materials)	121	122	105	113	113	108	120	109	113	116	117	117
DURABLE GOODS, TOTAL	158	160	136	145	147	140	155	141	147	150	156	160
Motor vehicles, automotive equipment, total	190	193	167	182	175	167	174	173	180	185	187	198
Automotive equipment, tires, tubes	240	245	222	228	219	205	211	199	217	216	217	234
Electrical goods, total	140	145	133	142	151	140	138	129	130	136	141	146
Electrical supplies, apparatus	145	142	126	126	126	121	136	120	130	132	137	128
Electrical appliances, TV, radio sets, electronic parts, equipment	137	146	138	155	176	156	139	137	131	140	143	161
Hardware, plumbing, heating equipment, supplies, total	197	198	172	172	180	164	174	159	166	169	180	191
Hardware	216	206	180	188	197	183	200	174	173	180	184	213
Plumbing and heating equipment, supplies	191	198	174	170	178	166	171	157	166	165	179	190
Machinery, equipment, supplies, total	170	170	144	155	158	151	173	157	159	165	174	166
Industrial machinery, equipment, supplies	141	148	125	137	137	130	151	137	136	136	141	137
Metals, metalwork (except scrap), total	173	166	134	151	150	143	170	149	159	151	158	165
Iron, steel, and products	207	201	165	183	181	176	207	180	186	183	190	205
NONDURABLE GOODS, TOTAL	93	93	80	86	83	79	88	82	85	88	88	87
TOTAL (excluding farm products, raw materials)	87	87	75	81	81	77	86	78	80	83	83	80
Groceries and related products, total	59	62	53	58	56	53	58	55	58	59	57	58
General-line groceries	76	82	75	78	76	69	73	72	73	77	74	73
Beer, wine, distilled alcoholic beverages, total	121	111	97	100	101	90	103	91	96	104	99	77
Wine, distilled spirits	164	144	123	132	140	131	165	135	133	137	128	92
Drugs, chemicals, allied products, total	125	128	112	122	123	120	138	123	124	130	131	128
Drugs, drug proprietaries, druggists' sundries	145	152	134	145	147	146	167	148	146	153	150	139
Paper, paper products, excluding wallpaper, total	r103	r108	94	102	99	97	112	96	101	101	103	110
Paper	r97	r101	88	93	89	86	99	85	90	88	90	97

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 and minor revisions.

rRevised

[1]Final estimates. See page 13, Estimating Procedures.

Dollar volume estimates and stock-sales ratios for prior years (1959-1965) are available for selected kinds of business in a Supplement to the Monthly Wholesale Trade Report issued January 13, 1967. However, trend comparisons with November 1965 are provided in tables 5 and 7.

Table 4.--ESTIMATED MONTHLY SALES, INVENTORIES, AND STOCK-SALES RATIOS OF MERCHANT WHOLESALERS, UNITED STATES, FOR SELECTED KINDS OF BUSINESS: 1966

(Sales and inventories in millions of dollars. Stock-sales ratios in percent)

Kind of business	January	February	March	April	May	June	July	August	September	October	November[1]	December
	Sales ADJUSTED for seasonal variations and trading day differences											
MERCHANT WHOLESALERS, TOTAL	16,981	16,779	17,334	16,966	16,880	17,438	16,989	17,217	16,981	17,029	16,696	16,928
TOTAL (excl. farm products, raw materials)	15,550	15,508	16,044	15,710	15,563	16,024	15,754	15,949	15,782	15,775	15,496	15,631
DURABLE GOODS, TOTAL	7,563	7,538	7,887	7,718	7,601	7,637	7,607	7,737	7,514	7,574	7,372	7,550
Motor vehicles, automotive equipment	1,106	1,139	1,205	1,099	1,137	1,125	1,141	1,119	1,107	1,096	1,104	1,101
Electrical goods	1,195	1,132	1,139	1,190	1,162	1,140	1,225	1,180	1,179	1,183	1,146	1,103
Furniture, home furnishings	322	330	358	382	364	374	352	376	378	386	367	351
Hardware, plumbing, heating equipment	767	761	794	778	750	754	750	737	721	716	694	746
Lumber, construction materials	873	836	856	877	850	843	784	785	720	719	680	710
Machinery, equipment, supplies	1,901	1,969	2,033	1,975	1,922	1,963	1,961	2,051	1,993	2,030	1,977	2,128
Metals, metalwork (except scrap)	808	792	846	813	808	822	783	881	854	880	851	850
Scrap, waste materials	431	397	457	448	454	460	467	461	415	417	410	406
NONDURABLE GOODS, TOTAL	9,418	9,241	9,447	9,248	9,279	9,800	9,382	9,480	9,467	9,455	9,324	9,378
TOTAL (excl. farm products, raw materials)	7,987	7,970	8,157	7,992	7,962	8,386	8,147	8,212	8,268	8,200	8,124	8,081
Groceries and related products	3,286	3,276	3,333	3,282	3,272	3,431	3,353	3,365	3,359	3,337	3,346	3,338
Beer, wine, distilled alcoholic beverages	812	826	810	806	806	885	820	849	883	864	814	803
Drugs, chemicals, allied products	650	641	650	639	637	647	647	648	648	657	661	685
Tobacco, tobacco products	447	438	438	424	424	443	428	458	463	441	424	419
Dry goods, apparel	817	745	795	774	798	838	771	847	814	810	807	848
Paper, paper products, excluding wallpaper	498	496	531	513	527	541	527	535	524	523	531	523
Farm products (raw materials)	1,431	1,271	1,290	1,256	1,317	1,414	1,235	1,268	1,200	1,255	1,200	1,298
Other nondurable goods	1,477	1,547	1,600	1,555	1,498	1,603	1,602	1,510	1,576	1,569	1,542	1,465
	Inventories ADJUSTED for seasonal variations											
MERCHANT WHOLESALERS, TOTAL	18,231	18,580	18,881	19,008	19,149	19,310	19,444	19,742	19,600	19,924	20,226	20,494
TOTAL (excl. farm products, raw materials)	16,920	17,257	17,538	17,593	17,667	17,852	18,079	18,271	18,149	18,461	18,638	18,871
DURABLE GOODS, TOTAL	10,571	10,809	10,995	11,209	11,239	11,318	11,349	11,577	11,435	11,722	11,835	11,991
Motor vehicles, automotive equipment	1,863	1,940	2,017	2,055	1,970	1,969	2,019	2,047	2,020	2,095	2,091	2,172
Electrical goods	1,525	1,497	1,545	1,544	1,593	1,586	1,624	1,629	1,599	1,634	1,766	1,848
Hardware, plumbing, heating equipment	1,271	1,274	1,275	1,306	1,344	1,315	1,286	1,314	1,308	1,322	1,333	1,360
Machinery, equipment, supplies	2,893	3,038	3,131	3,193	3,133	3,250	3,239	3,317	3,232	3,351	3,358	3,396
Metals, metalwork (except scrap)	1,253	1,223	1,235	1,268	1,292	1,277	1,277	1,339	1,340	1,336	1,324	1,298
NONDURABLE GOODS, TOTAL	7,660	7,771	7,886	7,800	7,910	7,992	8,095	8,165	8,165	8,203	8,390	8,504
TOTAL (excl. farm products, raw materials)	6,349	6,448	6,543	6,384	6,428	6,534	6,729	6,694	6,714	6,740	6,803	6,881
Groceries and related products	1,807	1,857	1,840	1,843	1,852	1,892	1,976	1,965	1,988	1,895	1,912	1,981
Beer, wine, distilled alcoholic beverages	785	809	831	762	824	830	838	812	812	822	813	811
Drugs, chemicals, allied products	r768	r758	777	760	783	815	845	831	833	862	876	844
Paper, paper products, excluding wallpaper	r489	r511	524	500	522	531	537	530	546	557	563	573
	Stock-sales ratios based on ADJUSTED data											
MERCHANT WHOLESALERS, TOTAL	107	111	109	112	113	111	114	115	115	117	121	121
TOTAL (excl. farm products, raw materials)	109	111	109	112	114	111	115	115	115	117	120	121
DURABLE GOODS, TOTAL	140	143	139	145	148	148	149	150	152	155	161	159
Motor vehicles, automotive equipment	168	170	167	187	173	175	177	183	182	191	188	196
Electrical goods	128	132	136	130	137	139	133	138	136	138	154	168
Hardware, plumbing, heating equipment	166	167	161	168	179	174	171	178	181	185	192	182
Machinery, equipment, supplies	152	154	154	162	163	166	165	162	162	165	170	160
Metals, metalwork (except scrap)	155	154	146	156	160	155	163	152	157	152	156	153
NONDURABLE GOODS, TOTAL	81	84	83	84	85	82	86	86	86	87	90	91
TOTAL (excl. farm products, raw materials)	79	81	80	80	81	78	83	82	81	82	84	85
Groceries and related products	55	57	55	56	56	55	59	58	59	57	57	59
Beer, wine, distilled alcoholic beverages	97	98	103	95	102	94	102	96	92	95	100	101
Drugs, chemicals, allied products	118	r118	120	119	123	126	131	128	129	131	133	123
Paper, paper products, excluding wallpaper	r98	r103	99	98	99	98	102	99	104	107	106	110

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 and minor revisions.

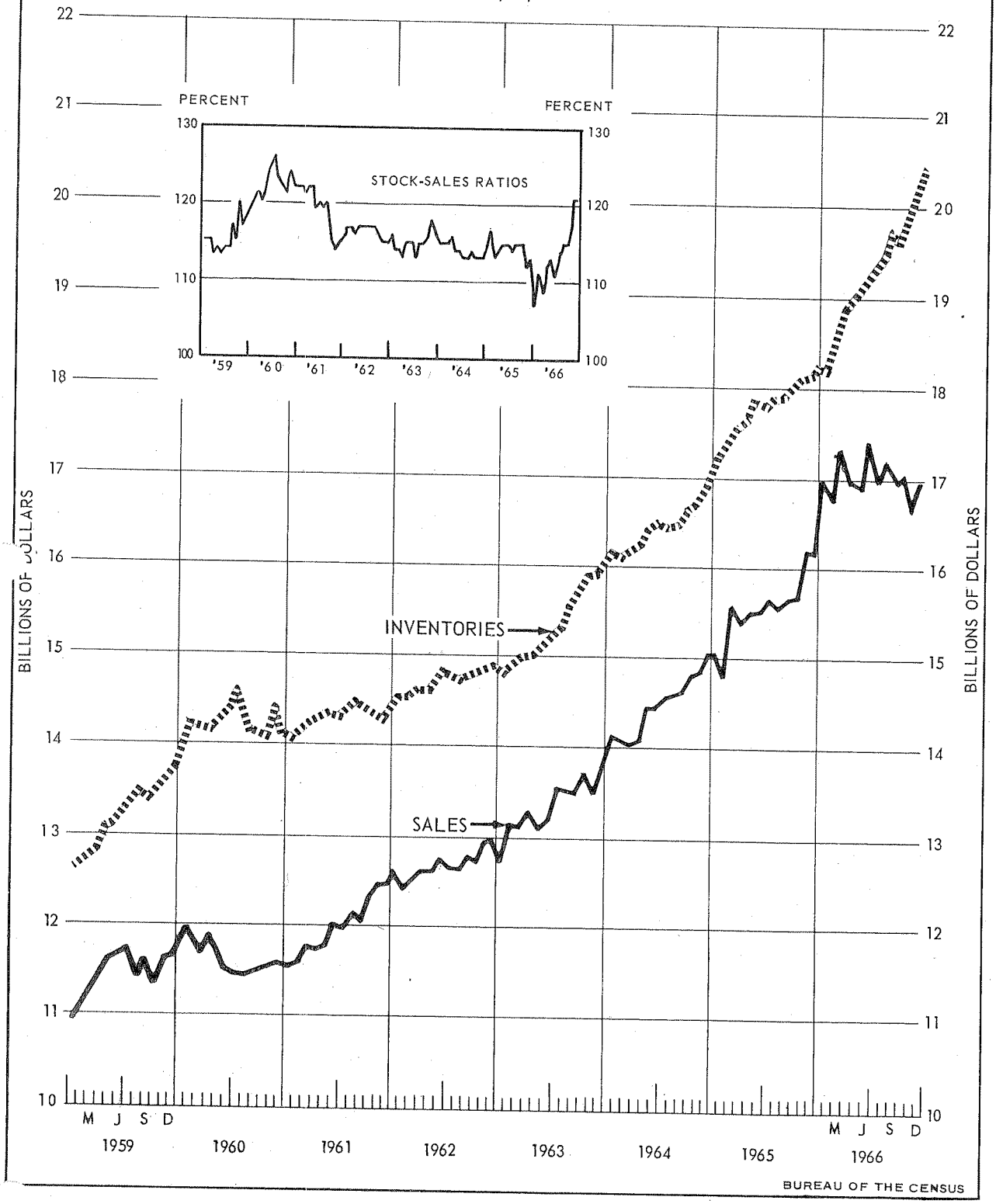
rRevised.

[1]Final estimates. See page 13, Estimating Procedures.

Dollar volume estimates for prior years (1959-1965) are available for selected kinds of business in a Supplement to the Monthly Wholesale Trade Report issued January 13, 1967. However, trend comparisons with November 1965 are provided in table 5.

MONTHLY SALES, INVENTORIES AND STOCK-SALES RATIOS OF MERCHANT WHOLESALERS: 1959-1966

Seasonally adjusted



BUREAU OF THE CENSUS

Table 5.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, UNITED STATES, BY KIND OF BUSINESS: DECEMBER 1966

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	Dec. 1966 from--		12 months 1966 from 12 months 1965	Dec. 1966 from--		Dec. 1966 from--		Dec. 1966 from--	
	Dec. 1965	Nov. 1966		Dec. 1965	Nov. 1966	Dec. 1965	Nov. 1966	Dec. 1965	Nov. 1966
MERCHANT WHOLESALERS, TOTAL	+2	-2	+9	r+9	r-1	+5	+1	r+9	+1
TOTAL (excluding farm products, raw materials)	+2	-2	+9	+9	-2	+5	+1	+9	+1
DURABLE GOODS, TOTAL	0	-4	+9	+9	-1	+3	+2	+9	+1
Motor vehicles, automotive equipment, total	+6	-4	+9	+6	+2	+9	0	+6	+4
Automobiles, other motor vehicles	+4	+2	+14	+26	+7	-	-	-	-
Automotive equipment, tires, tubes	+8	-8	+5	0	0	-	-	-	-
Electrical goods, total	-1	-4	+13	+17	-1	+2	-4	+17	+5
Electrical supplies, apparatus	-3	+2	+12	+11	-5	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+1	-9	+14	+20	+2	-	-	-	-
Furniture, home furnishings, total	-1	-13	+7	+6	-3	+4	-4	+6	-1
Furniture-household, office	+4	+2	+8	+5	-3	-	-	-	-
Home furnishings, floor coverings	-4	-19	+7	+6	-3	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	-2	-7	+9	+9	-2	+1	+8	+9	+2
Hardware	-3	-13	+10	+12	0	-	-	-	-
Plumbing and heating equipment, supplies	-6	-8	+7	+6	-2	-	-	-	-
Air conditioning, refrigeration equipment, supplies	(X)	(X)	+12	+12	-3	-	-	-	-
Lumber, construction materials, total	r-16	-14	r0	r-1	-3	r-14	+4	r-1	-3
Lumber, millwork	r-16	-12	r0	r-1	-2	-	-	-	-
Construction materials	-17	-17	-1	-1	-5	-	-	-	-
Machinery, equipment, supplies, total	+4	+5	+12	+11	-3	+7	+8	+11	+1
Commercial, industrial machinery, equipment, supplies	+3	+5	+12	+11	-1	-	-	-	-
Commercial machines, equipment	+3	+8	+12	+4	+1	-	-	-	-
Construction machinery, equipment	+1	+19	+10	+13	-2	-	-	-	-
Industrial machinery, equipment, supplies	+3	+2	+13	+11	-1	-	-	-	-
Professional equipment, supplies	+21	+15	+12	+10	-2	-	-	-	-
Service-establishment equipment, supplies	-2	-11	+9	+16	+2	-	-	-	-
Metals, metalwork (except scrap), total	+8	-5	+10	+3	0	+11	0	+3	-2
Iron, steel, and products	+4	-6	+9	+3	+1	-	-	-	-
Nonferrous metals	+15	-1	+14	0	-6	-	-	-	-
Scrap, waste materials, total	-4	-7	+10	+5	-1	-2	-1	+6	-3
Iron, steel scrap	-2	-6	+9	+5	-1	-	-	-	-
Waste materials	-7	-7	+11	+7	-2	-	-	-	-
Jewelry	+5	+6	+16	(X)	(X)	+9	+8	(X)	(X)
NONDURABLE GOODS, TOTAL	+3	-2	+8	r+9	r-2	+6	+1	r+9	r+1
TOTAL (excluding farm products, raw materials)	+4	0	+8	+8	-4	+7	-1	+8	+1
Groceries and related products, total	+3	-1	+7	+8	0	+6	0	+8	+4
General-line groceries	+5	-1	+9	+5	-3	-	-	-	-
Specialty-line groceries	-1	-4	+4	+12	+3	-	-	-	-
Confectionery	+5	+4	+8	+7	+1	-	-	-	-
Meats, meat products	+4	-1	+12	+27	+7	-	-	-	-
Poultry, poultry products	-5	-5	+9	-7	0	-	-	-	-
Fresh fruits, vegetables	+8	+11	+3	-2	-9	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+2	+11	+6	+11	-14	+5	-1	+11	0
Beer	+1	+3	+8	+10	-4	-	-	-	-
Wine, distilled spirits	+3	+17	+4	+12	-16	-	-	-	-
Drugs, chemicals, allied products, total	+3	-4	+7	+10	-6	+6	+4	+9	-4
Drugs, drug proprietaries, druggists' sundries	+4	-1	+8	+9	-7	-	-	-	-
Paints, varnishes	-2	-14	+3	+8	+5	-	-	-	-
Other chemicals, allied products	0	-7	+5	+13	-3	-	-	-	-
Tobacco, tobacco products	-1	+5	+4	+1	-6	+2	-1	+2	+4
Dry goods, apparel, total	+3	-14	+9	(X)	(X)	+8	+5	(X)	(X)
Apparel and accessories, hosiery, lingerie, footwear	+7	-24	+9	+4	+1	-	-	-	-
Dry goods, notions	+3	-7	+9	(X)	(X)	-	-	-	-
Piece goods converters	-1	+1	+10	(X)	(X)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+2	-5	+11	+10	+1	+5	-1	+10	+2
Paper	0	-5	+11	+10	+2	-	-	-	-
Stationery, office supplies	+7	-3	+12	+12	0	-	-	-	-
Farm products (raw materials), total	0	-8	+11	r+11	r+2	+3	+8	r+11	r+2
Cotton	+17	+25	-7	(X)	(X)	-	-	-	-
Grain	-1	-14	+15	(X)	(X)	-	-	-	-
Other nondurable goods, total	+9	+3	+10	+7	-5	+11	-5	+7	0
Amusement, sporting goods	+2	+2	+11	+8	-6	-	-	-	-
Books, magazines, newspapers	+15	+7	+8	+10	-2	-	-	-	-
Farm supplies	+22	+13	+9	+6	+8	-	-	-	-

(X) Withheld due to extreme variability of reported data or a high nonresponse rate. rRevised.

[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind of business groups shown.

Trend comparisons with 1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago.) These trends do not reflect the changes due to births and deaths during the period compared. However, they are believed to represent the changes from a year ago more accurately than if a comparison were made between the new series and the same month a year ago in the old series.

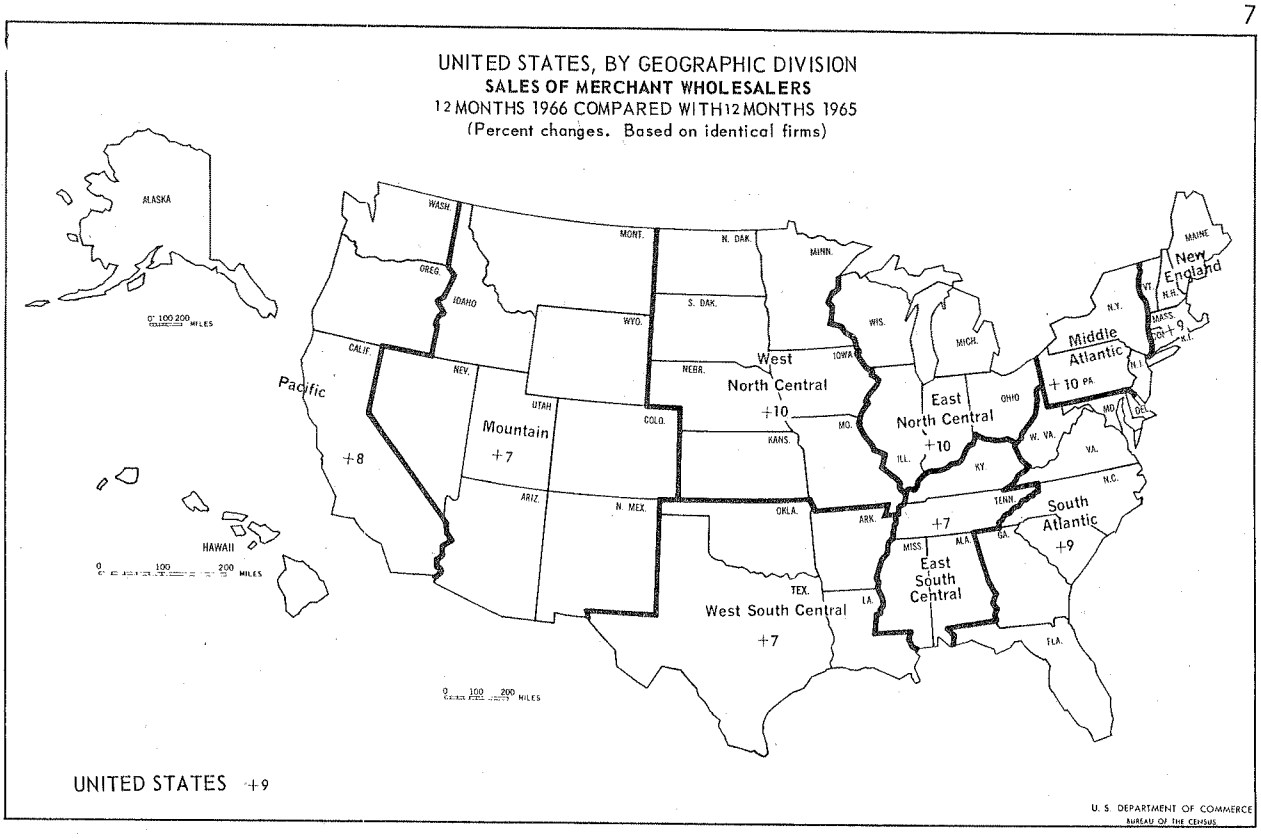


Table 6.—ESTIMATED MONTHLY SALES OF MERCHANT WHOLESALERS AND SAMPLING ERRORS, BY GEOGRAPHIC DIVISION: 1966

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business	Jan.	Feb.	March	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.[1]	Dec.	Total 12 months	Sampling error of the monthly dollar estimate	
														Range	Median
MERCHANT WHOLESALERS, TOTAL	15,018	15,060	17,897	16,690	16,961	17,903	16,351	18,039	17,438	17,563	17,612	17,181	203,713	0.6-1.2	0.8
New England	719	725	896	811	820	909	800	875	851	851	862	857	9,976	4-6	5
Middle Atlantic	4,116	4,313	5,166	4,659	4,824	5,103	4,475	5,017	4,926	4,998	5,051	4,902	57,550	2-2	2
East North Central	2,973	2,874	3,352	3,207	3,302	3,487	3,148	3,498	3,392	3,342	3,286	3,182	39,043	2-3	2
West North Central	1,223	1,185	1,416	1,359	1,374	1,444	1,388	1,505	1,436	1,533	1,511	1,427	16,801	2-6	4
South Atlantic	1,452	1,496	1,771	1,682	1,659	1,726	1,641	1,795	1,720	1,720	1,780	1,773	20,215	3-4	3
East South Central	817	731	850	809	816	832	774	901	856	848	874	896	10,004	4-5	4
West South Central	1,300	1,309	1,514	1,412	1,388	1,448	1,321	1,421	1,397	1,459	1,437	1,433	16,839	3-5	3
Mountain	418	434	513	462	477	512	503	494	478	464	458	451	5,664	6-8	7
Pacific	1,999	1,993	2,420	2,288	2,301	2,441	2,300	2,532	2,381	2,348	2,351	2,258	27,612	2-3	3
DURABLE GOODS, TOTAL	6,544	6,653	8,109	7,755	7,743	8,183	7,426	8,226	7,809	7,795	7,549	7,277	91,070	0.8-1.2	0.9
New England	305	308	402	368	374	406	351	389	380	386	380	374	4,424	4-7	6
Middle Atlantic	1,599	1,634	2,030	1,864	1,886	2,004	1,721	1,962	1,901	1,929	1,915	1,799	22,244	2-3	2
East North Central	1,411	1,395	1,681	1,624	1,634	1,724	1,585	1,767	1,699	1,642	1,574	1,502	19,238	2-3	2
West North Central	451	462	565	562	543	587	548	590	572	596	556	541	6,573	4-5	4
South Atlantic	733	726	866	868	873	890	823	902	852	836	813	798	9,980	3-5	4
East South Central	333	324	378	371	372	394	343	399	389	378	353	342	4,376	4-6	5
West South Central	597	620	737	723	700	717	642	710	661	657	631	636	8,030	4-7	5
Mountain	176	197	242	218	223	252	253	245	224	228	215	214	2,688	6-10	8
Pacific	939	986	1,208	1,157	1,137	1,208	1,160	1,263	1,130	1,143	1,113	1,072	13,516	3-4	2
NONDURABLE GOODS, TOTAL	8,474	8,406	9,788	8,935	9,218	9,720	8,925	9,813	9,629	9,768	10,062	9,903	112,642	1.1-2.0	1.4
New England	414	416	494	443	446	503	449	486	471	465	482	483	5,552	5-8	6
Middle Atlantic	2,516	2,679	3,136	2,795	2,939	3,099	2,754	3,055	3,025	3,069	3,136	3,104	35,307	2-4	3
East North Central	1,562	1,480	1,671	1,583	1,668	1,762	1,563	1,731	1,693	1,700	1,712	1,681	19,806	3-5	3
West North Central	772	723	850	797	831	857	840	916	864	937	956	886	10,229	4-7	5
South Atlantic	719	770	905	814	786	836	818	893	868	884	968	976	10,236	4-7	5
East South Central	485	407	472	438	443	438	431	502	467	470	522	554	5,629	6-8	7
West South Central	704	689	777	689	688	731	680	711	736	802	806	798	8,810	5-7	5
Mountain*	241	236	270	244	254	260	250	249	254	236	244	238	2,976	9-11	*10
Pacific	1,060	1,007	1,212	1,131	1,164	1,233	1,140	1,270	1,251	1,205	1,238	1,186	14,097	3-5	4

Note: Detail may not add to totals due to rounding and minor revisions.
*Note that data for this division are subject to a high sampling error.
[1]Final estimates. See page 13, Estimating Procedures.

Dollar volume estimates by geographic divisions for 1965 are not available from the revised sample. However, trend comparisons based on identical firms (i.e., those reporting data for both the current month and the same month a year ago) are provided in tables 5 and 7.

Table 6A.—PERCENT CHANGES IN ANNUAL SALES OF MERCHANT WHOLESALERS--BY GEOGRAPHIC DIVISION FOR MAJOR GROUP: 1966, 1965, 1964

Kind of business	U.S. total	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
	Percent change 1966 from 1965[1]									
MERCHANT WHOLESALERS, TOTAL.....	+9	+9	+10	+10	+10	+9	+7	+7	+7	+8
DURABLE GOODS, TOTAL.....	+9	+9	+10	+11	+10	+9	+9	+8	+6	+8
Motor vehicles, automotive equipment.....	+9	-5	+14	+7	+11	+6	+3	+7	(X)	+9
Electrical goods.....	+13	+14	+11	+16	+16	+15	+14	+11	+10	+13
Furniture, home furnishings.....	+7	+5	+6	+12	+6	+8	+13	+9	+9	+4
Hardware, plumbing, heating equipment.....	+9	+6	+10	+11	+9	+7	+10	+4	+4	+8
Lumber, construction, materials.....	0	+8	-1	+4	+1	-1	-2	-2	-7	-5
Machinery, equipment, supplies.....	+12	+14	+11	+15	+11	+13	+14	+8	+12	+12
Metals, metalwork (except scrap).....	+10	+9	+10	+10	+14	+16	+6	+8	+14	+12
NONDURABLE GOODS, TOTAL.....	+8	+9	+9	+8	+9	+8	+6	+7	+8	+8
Groceries and related products.....	+7	+9	+7	+8	+6	+8	+7	+7	+6	+6
Beer, wine, distilled alcoholic beverages.	+6	+5	+3	+6	+7	+7	+7	+7	+14	+6
Drugs, chemicals, allied products.....	+7	+6	+4	+8	+10	+8	+11	+5	+9	+8
Tobacco, tobacco products.....	+4	+6	+2	+5	+6	+4	+2	+4	+4	+4
Dry goods, apparel.....	+9	+11	+9	+13	+6	+11	(X)	+8	(X)	+14
Paper, paper products, excl. wallpaper....	+11	+13	+11	+10	+5	+14	+15	+11	+6	+14
Farm products (raw materials).....	+11	-2	+21	+7	+12	(X)	-1	(X)	(X)	+9
Other nondurable goods.....	+10	+16	+9	+11	+13	+9	+7	+11	(X)	+13
	Percent change 1965 from 1964[2]									
MERCHANT WHOLESALERS, TOTAL.....	+8	+10	+7	+10	+7	+10	+11	+5	+6	+6
DURABLE GOODS, TOTAL.....	+11	+11	+9	+15	+8	+14	+17	+8	+3	+7
Motor vehicles, automotive equipment.....	+9	+3	+5	+15	+21	+8	+20	+5	(X)	+6
Electrical goods.....	+10	+10	+7	+13	+8	+17	+20	+9	+7	+2
Furniture, home furnishings.....	+1	+4	0	-6	+3	+5	-5	+4	-1	+4
Hardware, plumbing, heating equipment.....	+10	+13	+14	+15	+2	+9	+13	+11	+2	+4
Lumber, construction, materials.....	+7	+5	+4	+4	+8	+11	+25	+9	-2	+6
Machinery, equipment, supplies.....	+9	+11	+6	+17	+8	+15	+15	+5	-6	+6
Metals, metalwork (except scrap).....	+22	+26	+23	+21	+5	+32	+17	+19	+18	+23
NONDURABLE GOODS, TOTAL.....	+6	+9	+6	+6	+7	+7	+7	+3	+9	+5
Groceries and related products.....	+6	+12	+5	+5	+6	+6	+10	+5	+9	+7
Beer, wine, distilled alcoholic beverages.	+3	-8	+4	+5	-1	+14	+1	-1	-4	0
Drugs, chemicals, allied products.....	+9	+12	+6	+13	+8	+10	+8	+3	+12	+11
Tobacco, tobacco products.....	+2	+4	-3	+6	+1	+6	+4	+2	+1	-6
Dry goods, apparel.....	+7	+9	+7	+14	+5	+7	(X)	+9	(X)	+2
Paper, paper products, excl. wallpaper....	+6	+21	+4	+3	+9	+6	+29	+6	+25	0
Farm products (raw materials).....	+3	-13	+12	0	+7	(X)	-1	(X)	(X)	+4
Other nondurable goods.....	+9	+16	+5	+11	+13	+5	+10	+18	(X)	+8
	Sampling errors of the percentage changes[3]									
MERCHANT WHOLESALERS, TOTAL.....	0.4	1.7	0.9	1.0	1.4	1.1	1.8	1.4	2.3	1.6
DURABLE GOODS, TOTAL.....	0.6	1.3	1.1	1.4	1.7	1.8	2.2	2.1	4.4	1.8
Motor vehicles, automotive equipment.....	2	9	3	8	5	3	4	7	-	5
Electrical goods.....	1	4	3	3	2	3	4	5	7	3
Furniture, home furnishings.....	1	5	2	5	7	2	5	3	7	6
Hardware, plumbing, heating equipment.....	1	4	3	2	2	2	2	4	4	2
Lumber, construction, materials.....	2	4	7	4	6	3	6	6	6	4
Machinery, equipment, supplies.....	1	4	3	2	5	6	5	4	9	4
Metals, metalwork (except scrap).....	1	6	1	3	6	7	4	6	9	7
NONDURABLE GOODS, TOTAL.....	0.8	3.0	1.2	1.2	2.0	1.7	2.6	2.7	3.2	2.0
Groceries and related products.....	1	6	3	1	2	2	4	2	4	2
Beer, wine, distilled alcoholic beverages.	1	6	1	2	4	4	7	4	7	4
Drugs, chemicals, allied products.....	1	4	3	2	3	4	5	2	9	2
Tobacco, tobacco products.....	1	4	2	2	6	4	7	4	6	3
Dry goods, apparel.....	2	6	2	7	9	6	-	7	-	6
Paper, paper products, excl. wallpaper....	1	5	3	6	5	4	8	2	8	5
Farm products (raw materials).....	3	9	3	5	7	-	5	-	-	6
Other nondurable goods.....	2	7	3	5	4	6	4	8	-	6

Note: Data at the U.S. level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the U.S. total trend for the kind of business rather than the geographic division trends.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]Trend comparisons for 1966-1965 are based on data obtained from identical firms (i.e., those reporting data for both the current month and the same month a year ago) and therefore do not reflect the changes due to births and deaths during the period compared.

[2]Trend comparisons for 1965-1964 are based on dollar volume estimates obtained from the old sample and do reflect the changes due to births and deaths during the period compared.

[3]The sampling errors (in percent) shown in this table were computed for the 1965-1964 percentage changes. Separate sampling errors were not computed for the 1966-1965 percentage changes, but are believed to be roughly the same as those shown for 1965-1964 (see explanation and the use of sampling errors shown on page 14).

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS
DECEMBER 1966

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in--					Sampling errors of the percent changes for columns--[2]				
	Sales			Inventories						
	Dec. 1966 from--		12 months 1966 from 12 months 1965	Dec. 1966 from--						
	Dec. 1965	Nov. 1966		Dec. 1965	Nov. 1966					
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+2	-2	+9	+9	-1	0.9	0.5	0.4	0.9	0.3
New England	+1	-1	+9	+8	0	4	2	2	4	1
Middle Atlantic	+3	-3	+10	+8	-1	2	1	1	1	1
East North Central	+2	-3	+10	+10	-2	2	1	1	2	1
West North Central	+2	-6	+10	+12	-3	3	2	1	2	1
South Atlantic	+1	0	+9	+10	-2	3	1	1	2	1
East South Central	+3	+2	+7	*+23	-1	3	2	2	*12	1
West South Central	0	0	+7	+5	0	3	2	1	2	1
Mountain	+1	-1	+7	+3	-2	4	2	2	4	1
Pacific	+2	-4	+8	+8	-1	3	1	2	2	1
Durable goods, total	0	-4	+9	+9	-1	1.0	0.6	0.6	0.8	0.2
New England	-2	-2	+9	+8	+1	5	2	1	4	1
Middle Atlantic	+2	-6	+10	+10	0	2	1	1	2	1
East North Central	-1	-5	+11	+9	-1	3	1	1	2	1
West North Central	+4	-3	+10	+8	-2	4	2	2	3	1
South Atlantic	-1	-2	+9	+8	-1	4	2	2	3	1
East South Central	-5	-3	+9	+7	-3	5	3	2	4	1
West South Central	-5	+1	+8	+6	-2	4	2	2	3	1
Mountain	-4	0	+6	+2	-3	6	3	4	4	1
Pacific	-2	-4	+8	+12	+1	4	2	2	2	1
Nondurable goods, total	+3	-2	+8	+9	-2	1.1	0.7	0.8	1.4	0.5
New England	+5	0	+9	+7	0	5	3	3	5	2
Middle Atlantic	+3	-1	+9	+7	-3	2	1	1	2	1
East North Central	+4	-2	+8	+11	-3	3	2	1	2	1
West North Central	0	-7	+9	+17	-4	4	3	2	4	1
South Atlantic	+3	+1	+8	+11	-3	3	2	2	3	1
East South Central	+8	+6	+6	(X)	+2	5	2	3	-	2
West South Central	+4	-1	+7	+4	+2	4	2	3	3	1
Mountain	+7	-2	+8	+5	+1	6	2	3	6	1
Pacific	+5	-4	+8	+3	-4	4	2	2	2	1
Automotive equipment, tire, tubes	+8	-8	+6	0	0	3	2	2	3	1
New England	(X)	-1	+1	(X)	+3	-	4	9	-	1
Middle Atlantic	(X)	-4	+4	-5	(X)	-	4	5	7	-
East North Central	+5	-10	+2	-1	-1	8	3	5	7	1
West North Central	+14	-17	+14	-2	0	9	3	5	8	1
South Atlantic	+3	-3	+4	-9	0	7	3	4	7	2
East South Central	(X)	-6	+4	(X)	0	-	3	5	-	2
West South Central	(X)	-1	+7	(X)	0	-	4	9	-	1
Mountain	(X)	-5	+5	(X)	-6	-	3	4	-	1
Pacific	-1	-13	+6	+7	+3	9	2	5	9	2
Electrical supplies, apparatus	-3	+2	+12	+11	-5	3	2	2	2	1
New England	(X)	(X)	+12	(X)	(X)	-	-	4	-	-
Middle Atlantic	+6	-3	+12	+20	(X)	9	4	6	5	1
East North Central	-4	+9	+13	+7	-2	5	4	2	4	1
West North Central	(X)	+8	+12	(X)	-18	-	4	3	-	2
South Atlantic	(X)	0	+13	+13	-2	-	4	5	5	2
East South Central	(X)	(X)	+9	+7	-6	-	-	5	8	2
West South Central	(X)	+2	+8	+15	-4	-	4	6	8	2
Mountain	(X)	+8	+14	(X)	+1	-	4	2	-	3
Pacific	-7	-3	+17	+7	-1	7	3	5	5	2
Electrical appliances, TV, radio sets, electronic parts equipment	+1	-9	+14	+20	+2	3	2	1	2	1
New England	(X)	(X)	+15	(X)	(X)	-	-	7	-	-
Middle Atlantic	-10	(X)	+11	+23	+6	7	-	3	7	1
East North Central	+7	-5	+18	+26	+4	8	3	5	7	2
West North Central	(X)	+1	+19	+7	+1	-	4	3	8	2
South Atlantic	(X)	(X)	+18	+25	-4	-	-	3	8	2
East South Central	(X)	-7	+17	(X)	+3	-	6	5	-	2
West South Central	(X)	-3	+15	(X)	0	-	4	6	-	2
Pacific	0	-8	+10	+26	+4	8	3	3	8	2
Furniture, home furnishings, total	-1	-13	+7	+6	-3	2	2	1	3	1
New England	-9	(X)	+5	(X)	(X)	6	-	5	-	-
Middle Atlantic	-1	-12	+6	+1	(X)	4	3	2	6	-
East North Central	+7	(X)	+12	+13	-4	5	-	5	7	1
West North Central	-3	-17	+6	(X)	-10	4	8	7	-	2
South Atlantic	-1	-12	+8	+1	-5	5	3	2	9	2
East South Central	(X)	(X)	+13	(X)	(X)	-	-	5	-	-
West South Central	+12	(X)	+9	(X)	-4	5	-	3	-	2
Mountain	0	(X)	+9	(X)	+4	6	-	7	-	2
Pacific	-8	-10	+4	-1	-3	3	6	6	8	1
Hardware	-3	-13	+10	+12	0	3	1	2	2	1
New England	(X)	(X)	+4	(X)	-1	-	4	4	-	1
Middle Atlantic	(X)	-12	+12	(X)	(X)	-	5	5	-	-
East North Central	-3	-11	+12	+13	+4	5	2	2	5	1
West North Central	+1	-18	+6	+11	-1	9	4	4	7	1
South Atlantic	-5	-17	+10	+18	-1	8	4	2	8	1
East South Central	+1	-10	+8	+11	-5	5	2	1	4	1
West South Central	(X)	-8	+3	-18	-4	-	3	5	7	1
Mountain	(X)	0	+5	+30	(X)	-	4	3	8	-
Pacific	-8	-19	+12	+10	0	6	4	3	7	2
Plumbing and heating equipment, supplies	-6	-8	+7	+6	-2	2	2	1	2	1
New England	(X)	-14	+7	(X)	(X)	-	5	5	-	-
Middle Atlantic	-8	-10	+8	+6	-2	7	4	3	5	1
East North Central	-4	-9	+8	+4	-3	8	3	3	6	1
West North Central	(X)	-4	+12	+12	-4	-	4	4	7	2
South Atlantic	-16	-9	+4	+1	-3	8	3	3	8	1
East South Central	(X)	-3	+14	(X)	-1	-	7	6	-	1
West South Central	(X)	-8	+3	(X)	-6	-	7	6	-	2
Mountain	(X)	(X)	+4	(X)	+1	-	-	6	-	2
Pacific	(X)	-1	+4	+12	-2	-	3	3	7	1

See footnotes at end of table.

Table 7.—PERCENT CHANGES IN SALES AND INVENTORIES OF MERCHANT WHOLESALERS, AND SAMPLING ERRORS—GEOGRAPHIC DIVISIONS, FOR SELECTED KINDS OF BUSINESS DECEMBER 1966—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in—					Sampling errors of the percent changes for columns—[2]				
	Sales			Inventories						
	Dec. 1966 from—		12 months 1966 from 12 months 1965	Dec. 1966 from—						
	Dec. 1965	Nov. 1966		Dec. 1965	Nov. 1966					
	A	B	C	D	E	A	B	C	D	E
Lumber, construction materials, total	-16	-14	0	-1	-3	3	2	2	3	1
New England	(X)	-9	+8	(X)	-5	-	6	4	-	2
Middle Atlantic	(X)	(X)	-1	+3	-6	-	-	7	6	2
East North Central	-14	-19	+4	+13	-1	8	4	4	6	1
West North Central	(X)	(X)	+1	-3	-2	-	-	6	7	2
South Atlantic	-18	-9	-1	-12	-5	9	4	3	7	2
East South Central	(X)	-15	-2	(X)	-3	-	5	6	-	3
West South Central	(X)	-18	-2	(X)	-4	-	6	6	-	1
Mountain	(X)	(X)	-7	(X)	(X)	-	-	6	-	-
Pacific	-20	-14	-5	-5	0	8	3	5	7	2
Industrial machinery, equipment supplies distributions	+3	+2	+13	+11	-1	4	2	2	3	1
New England	(X)	(X)	+17	(X)	+3	-	-	6	-	2
Middle Atlantic	(X)	-6	+10	+13	+1	-	5	5	7	2
East North Central	(X)	-4	+17	+14	-1	-	4	4	7	1
South Atlantic	(X)	(X)	+14	(X)	0	-	-	7	-	2
East South Central	(X)	(X)	+18	(X)	(X)	-	-	9	-	-
West South Central	+3	+9	+6	+1	-2	8	4	4	6	1
Pacific	(X)	+12	+16	(X)	+2	-	6	5	-	1
General-line grocery wholesalers	+5	-1	+9	+5	-3	2	1	1	2	1
New England	(X)	-4	+9	(X)	-4	-	3	5	-	2
Middle Atlantic	+9	+1	+13	+11	-4	6	2	2	6	1
East North Central	+8	-2	+9	+13	-1	4	1	2	4	1
West North Central	+1	-2	+6	-2	-3	4	1	2	6	1
South Atlantic	+7	-2	+9	+7	-5	7	3	2	8	1
East South Central	(X)	+5	+7	(X)	-1	-	6	2	-	2
West South Central	+1	-3	+8	+2	-2	5	2	2	6	2
Mountain	+9	+1	+7	+28	0	4	1	1	4	1
Pacific	-2	-5	+6	-8	-3	4	1	2	2	1
Specialty-line grocery wholesalers	-1	-4	+4	+12	+3	3	1	3	4	1
New England	(X)	-2	(X)	(X)	+8	-	6	-	-	4
Middle Atlantic	-3	+2	+2	+3	+5	8	3	6	7	2
East North Central	+4	-1	+6	+41	+10	7	2	2	7	2
West North Central	(X)	-10	+8	(X)	-1	-	3	7	-	1
South Atlantic	(X)	(X)	+6	(X)	+4	-	-	5	-	3
East South Central	(X)	-11	(X)	(X)	+6	-	3	-	-	5
West South Central	(X)	(X)	+5	(X)	(X)	-	-	6	-	-
Mountain	(X)	+7	(X)	(X)	(X)	-	4	-	-	-
Pacific	-8	(X)	+3	(X)	-8	9	-	4	-	3
Fresh fruit, vegetable wholesalers	+8	+11	+3	-2	-9	4	2	2	4	2
New England	(X)	-1	+4	(X)	(X)	-	6	6	-	-
Middle Atlantic	+7	+4	+3	(X)	-4	8	5	5	-	5
East North Central	+3	-1	+4	(X)	-5	9	5	4	-	3
West North Central	(X)	+6	+3	+5	-10	-	4	6	8	1
South Atlantic	+5	+19	+1	(X)	-12	7	5	3	-	4
East South Central	(X)	+21	+3	(X)	(X)	-	4	5	-	-
West South Central	(X)	+18	+5	(X)	0	-	4	5	-	5
Mountain	(X)	+9	(X)	(X)	-10	-	6	-	-	3
Pacific	(X)	(X)	+1	(X)	-28	-	5	5	-	4
Drug wholesalers (general and specialty lines)	+4	-1	+8	+9	-7	3	1	1	2	1
New England	(X)	(X)	+13	(X)	-5	-	-	6	-	2
Middle Atlantic	-5	-11	+9	+5	-5	6	3	3	7	1
East North Central	+13	+3	+8	+12	-5	5	3	2	6	1
West North Central	(X)	-3	+11	(X)	-5	-	3	3	-	2
South Atlantic	+10	(X)	+8	+7	(X)	6	-	4	5	-
East South Central	-4	-1	+5	(X)	-6	9	2	4	-	1
West South Central	-2	+1	+4	-1	-7	6	2	2	5	1
Mountain	(X)	(X)	+12	(X)	-7	-	-	5	-	2
Pacific	+6	-8	+8	+20	-5	5	2	2	5	1
Tobacco disbributors	-1	+5	+4	+1	-6	2	1	1	3	1
New England	+9	+14	+6	(X)	-2	9	3	4	-	2
Middle Atlantic	-1	+7	+2	-4	(X)	6	2	2	6	-
East North Central	-3	+6	+5	+8	-8	6	2	2	7	2
West North Central	+4	+6	+6	-1	-9	9	2	6	9	2
South Atlantic	-8	-1	+4	+4	-8	7	1	4	8	2
East South Central	(X)	+8	+2	(X)	(X)	-	3	7	-	-
West South Central	+1	0	+4	(X)	-9	9	2	4	-	1
Mountain	(X)	(X)	+4	(X)	-7	-	-	6	-	2
Pacific	-2	0	+4	-5	(X)	8	2	3	7	-
Dry goods, apparel wholesalers	+3	-14	+9	(X)	(X)	3	2	2	-	-
New England	(X)	-12	+11	(X)	(X)	-	5	6	-	-
Middle Atlantic	-1	-13	+9	+1	(X)	4	2	2	5	-
East North Central	(X)	-33	+13	+3	(X)	-	6	7	9	-
West North Central	(X)	(X)	+6	(X)	+8	-	-	9	-	4
South Atlantic	(X)	(X)	+11	(X)	+8	-	-	6	-	3
West South Central	(X)	(X)	+8	(X)	(X)	-	-	7	-	-
Pacific	(X)	-19	+14	(X)	0	-	5	6	-	3

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trend for the kinds of business rather than the geographic division trends.

*This percent change is subject to a high sampling error.

(X) Withheld due to extreme variability of the reported data, or a high nonresponse rate.

[1]See map, page 7.

[2]The sampling errors (in percent) shown in the above table are based on measurements from the old sample, and are intended to serve as rough approximations of the actual sampling errors (see explanation and the use of sampling errors on page 14).

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 17 through 19.

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 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA 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 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, 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. 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 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. During January 1966, data were obtained from both the old and new samples. Approximate measures of the differences in level between the two series, based on the January 1966 survey, are shown in tables 8 and 9. However, the differences shown during this 1 month are not necessarily the differences that would occur in all months.

The differences between results of the old and new samples are 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. To provide comparative data for the new series, each month, during 1966, trend comparisons with the comparable month of 1965 have been derived from the new sample (see item 6, Estimating Procedures).

To meet the needs of users for long range comparative data, the Bureau of the Census, together with the Office of Business Economics, has adjusted the old series data from 1959 to 1965 for major kind-of-business groups on the basis of relationships established between new and old sample data for the first 6 months of 1965. These data are available in a Supplement to the Monthly Wholesale Trade Report, issued January 13, 1967.

4. Currently Published Data

Sales.--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.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 37 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Table 8.—COMPARISON OF SALES ESTIMATES FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Sales (millions of dollars)		
	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	15,018	14,313	4.9
TOTAL (excl. farm products, raw materials)	13,762	13,153	4.6
DURABLE GOODS, TOTAL	6,544	6,127	6.8
Motor vehicles, automotive equipment, total	967	887	9.0
Automobiles, other motor vehicles	389	333	16.8
Automotive equipment, tires, tubes	578	554	4.3
Electrical goods, total	1,052	929	13.2
Electrical supplies, apparatus	412	367	12.3
Electrical appliances, TV, radio sets, electronic parts, equipment	640	562	13.9
Furniture, home furnishings, total	281	259	8.5
Home furnishings, floor coverings	186	182	2.2
Hardware, plumbing, heating equipment, supplies, total	621	603	3.0
Hardware	234	225	4.0
Plumbing and heating equipment, supplies	316	310	1.9
Air conditioning, refrigeration equipment supplies	68	68	0
Lumber, construction materials, total	685	560	22.3
Lumber, millwork	472	376	25.5
Construction materials	213	184	15.8
Machinery, equipment, supplies, total	1,684	1,687	-0.2
Commercial, industrial, machinery, equipment	1,185	1,208	-1.9
Construction machinery, equipment	223	226	-1.3
Industrial machinery, equipment, supplies	817	857	-4.7
Professional equipment, supplies	198	174	13.8
Service-establishment equipment, supplies	139	131	6.1
Metals, metalwork (except scrap), total	720	713	1.0
Scrap, waste materials, total	412	403	2.2
Iron, steel scrap	230	248	-7.3
Waste materials	182	155	17.4
NONDURABLE GOODS, TOTAL	8,474	8,186	3.5
TOTAL (excluding farm products, raw materials)	7,218	7,026	2.7
Groceries and related products, total	3,069	2,963	3.6
General-line groceries	1,202	1,109	8.4
Specialty-line groceries	799	838	-4.7
Confectionery	93	74	25.7
Meat, meat products	579	541	7.0
Poultry, poultry products	144	131	9.9
Fresh fruits, vegetables	252	272	-7.4
Beer, wine, distilled alcoholic bev., total	619	618	0.2
Beer	276	231	19.5
Wine, distilled spirits	343	387	-11.4
Drugs, chemicals, allied products, total	607	577	5.2
Drugs, drug proprietaries, sundries	360	341	5.6
Paints, varnishes	31	27	14.8
Other chemicals, allied products	216	209	3.3
Tobacco, tobacco products	397	383	3.7
Dry goods, apparel, total	686	664	3.3
Apparel and accessories, hosiery, lingerie, footwear	299	242	23.6
Dry goods, notions	248	253	-2.0
Paper, paper products, excluding wallpaper, total	463	446	3.8
Paper	348	375	-7.2
Farm products (raw materials), total	1,256	1,160	8.3
Grain	802	709	13.1
Other nondurable goods, total	1,377	1,373	0.3
Amusement, sporting goods	197	134	47.0
Books, magazines, newspapers	96	94	2.1
Farm supplies	227	221	2.7

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.

Table 9.—COMPARISON OF INVENTORY ESTIMATES AND STOCK-SALES RATIOS FROM NEW AND OLD SAMPLES: JANUARY 1966

Kind of business	Inventories (millions of dollars)			Stock-sales ratios		
	New sample	Old sample	Percent change	New sample	Old sample	Percent change
MERCHANT WHOLESALERS, TOTAL	18,213	17,912	1.7	121	125	-3.2
TOTAL (excl. farm products, raw materials)	16,619	16,256	2.2	121	124	-2.4
DURABLE GOODS, TOTAL	10,351	9,937	4.2	158	162	-2.5
Motor vehicles, automotive equipment, total	1,841	1,686	9.2	190	190	0
Automotive equipment, tires, tubes	1,387	1,218	13.9	240	220	9.1
Electrical goods, total	1,473	1,311	12.4	140	141	-0.7
Electrical supplies, apparatus	597	512	16.6	145	139	4.3
Electrical appliances, TV, radio sets, electronic parts, equipment	876	795	10.2	137	142	-3.5
Hardware, plumbing, heating equipment, supplies, total	1,221	1,172	4.2	197	194	1.5
Hardware	506	474	6.8	216	211	2.4
Plumbing and heating equipment, supplies	602	603	-0.2	191	194	-1.5
Machinery, equipment, supplies, total	2,867	2,946	-2.7	170	175	-2.9
Industrial machinery, equipment, supplies	1,148	1,279	-10.2	141	149	-5.4
Metals, metalwork (except scrap), total	1,248	1,275	-2.1	173	179	-3.4
NONDURABLE GOODS, TOTAL	7,862	7,975	-1.4	93	97	-4.1
TOTAL (excluding farm products, raw materials)	6,268	6,318	-0.8	87	90	-3.3
Groceries and related products, total	1,812	1,672	8.4	59	56	5.4
General-line groceries	910	795	14.5	76	72	5.6
Beer, wine, distilled alcoholic beverages, total	746	777	-4.0	121	126	-4.0
Wine, distilled spirits	564	614	-8.1	164	159	3.1
Drugs, chemicals, allied products, total	756	762	-0.8	125	132	-5.3
Drugs, drug proprietaries, druggists' sundries	521	494	5.5	145	145	0
Paper, paper products, excluding wallpaper, total	r475	469	r+1.3	r103	105	r-1.9
Paper	r338	374	r-9.6	r97	100	r-3.0

Note: Totals include data from some kinds of business not shown separately. Detail may not add to totals due to rounding.
r Revised.

Current month to previous month sales trends are based on dollar volume estimates; current month to year-ago trends, however, are based on the weighted sales of identical firms (i.e., those reporting data for both the current month and the same month a year ago).

Inventories.--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 items not held for sale, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trend are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Current month to previous month inventory trends are based on dollar volume estimates; however, as with sales above, the current month to year-ago trends are based on the weighted inventories of identical firms.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--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 markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief Economic Statistician, Bureau of the Census. Table 11 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

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 byproduct 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 will, on request, 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 Procedures

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 3 months (current, previous, and year ago). New firms reporting provide data for at least 2 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.

1966 estimates

The January 1966 "composite" estimate for the new series was a simple average of two January 1966 unbiased estimates--one obtained as the current month in the January 1966 survey and the second obtained as the previous month in the February 1966 survey. The February 1966 preliminary "composite" estimate was 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 following months the preliminary composite estimates are to 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 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.

Year-ago comparisons

Trend comparisons with a year-ago are derived from the new sample by 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). These trends do not reflect the changes 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 is 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 median sampling error of the inventory estimates for all trades combined (excluding farm products) is 1.1 percent.

Sampling errors have been computed by kind of business and by geographic division for the monthly estimates and ratios developed from the new sample. With few exceptions, these fall within the range of sampling errors for the old sample which are shown in tables 6, 7, and 10. Sampling errors for the new sample are not included in these tables but 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" estimates of the current month and the final "composite" estimates of the previous month and the year-ago month. The sampling errors of the preliminary "composite" estimates are not shown, but would generally be slightly higher than those shown for the final "composite" estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 10. Since the year-to-year ratios from the new sample are currently based on data from identical firms rather than from the dollar volume estimate, the published variances are only rough approximations for the current year-to-year ratios.

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.

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, estimates are 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 estimates. 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 16 percent of the total sales and 29 percent of total inventories were 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 10 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 th 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 January 1966. The published estimate is $6,544 million while the median sampling error shown in this report is 0.9 percent (or .009). Multiplying $6,544 million by .009 we obtain $59 million. Thus, the chances are two out of three that the "expected value" of the estimate is between $6,485 and $6,603 million. Doubling the given median sampling error gives us the limits $6,426 to $6,662 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 1966 to February 1966 for durable goods sales. This ratio of change, obtained by dividing $6,653 million by $6,544 million, is 1.017 (it can also be expressed as a 2% increase). The median sampling error of this ratio is 0.6 percent (.006). Multiplying 1.017 by .006 we obtain .006 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 1.011 to 1.023 (that is, that the January to February change was between a 1 and a 2 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the rang 1.005 to 1.029.

Table 10.--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 ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	0.6-1.2	0.8	0.4-0.6	0.5	0.6-1.3	0.9	1.6-2.0	1.9	0.2-0.7	0.3	1.0-1.8	0.9
TOTAL (excl. farm products, raw materials)	0.5-1.2	0.9	0.4-0.6	0.5	0.6-1.2	0.9	0.8-1.3	1.1	0.2-0.3	0.2	0.5-1.0	0.6
DURABLE GOODS, TOTAL	0.8-1.2	0.9	0.5-0.8	0.6	0.6-1.5	1.1	1.0-1.6	1.3	0.2-0.4	0.2	0.5-1.3	0.8
Motor vehicles, automotive equipment, total	2-4	3	1-2	2	2-4	3	3-4	3	0.4-1.5	0.7	2-4	3
Automobiles, other motor vehicles	4-6	5	2-4	3	4-7	6	-	-	1.1-2.5	1.8	3-7	5
Automotive equipment, tires, tubes	2-4	3	1-3	2	3-5	3	3-5	4	0.4-1.1	0.6	2-5	3
*Automotive equipment	2-4	3	1-2	1	3-4	3	-	-	0.5-1.4	0.8	2-5	3
Electrical goods, total	2-3	2	1-2	1	2-3	2	2-3	2	0.3-0.8	0.5	1-2	2
Electrical supplies, apparatus	3-4	4	1-2	2	2-4	3	3-3	3	0.3-0.8	0.5	1-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	3-4	4	1-3	2	2-4	3	3-5	4	0.4-1.3	0.7	2-4	2
*Appliances, TV, radio sets	3-4	3	1-3	2	3-5	4	-	-	0.7-1.5	1.0	2-4	3
Furniture, home furnishings, total	3-5	4	1-3	2	3-4	3	-	-	0.5-1.4	0.6	2-4	3
Furniture-household, office	-	-	2-4	3	2-7	5	-	-	0.7-1.5	1.1	3-5	4
*Household furniture	-	-	2-7	4	5-11	6	-	-	1.3-1.9	1.6	6-10	8
*Office furniture	-	-	3-6	4	6-9	8	-	-	0.9-1.9	1.0	4-8	6
Home furnishings, floor coverings	5-7	6	1-4	2	3-5	4	-	-	0.4-0.8	0.8	3-5	4
Hardware, plumbing, heating equipment, supplies, total	2-3	3	1-2	1	1-3	2	2-3	2	0.2-0.6	0.4	1-2	1
Hardware	3-4	3	1-3	1	2-3	3	2-3	2	0.2-0.8	0.4	1-3	2
*General-line hardware	1-4	2	1-2	2	1-3	2	-	-	0.4-0.9	0.5	1-4	2
Plumbing and heating equipment, supplies	4-5	4	1-3	1	2-5	2	3-5	4	0.4-0.7	0.5	2-3	2
Air conditioning, refrigeration equipment, supplies	6-8	6	3-6	5	4-9	7	-	-	0.5-1.5	1.1	2-6	4
Lumber, construction materials, total	3-5	4	1-3	2	2-5	3	-	-	0.4-1.3	0.7	2-3	2
Lumber, millwork	5-7	6	1-3	2	2-5	4	-	-	0.6-1.4	0.9	3-5	4
Construction materials	4-5	4	1-4	2	3-5	4	-	-	0.7-1.6	0.8	3-4	4
Machinery, equipment, supplies, total	2-3	2	1-2	2	2-4	3	2-3	3	0.4-0.8	0.6	1-2	2
Commercial, industrial machinery, equipment, supplies	1-4	3	2-3	2	2-5	3	-	-	0.4-1.2	0.8	3-3	3
Commercial machines, equipment	-	-	2-5	4	5-8	6	-	-	0.8-1.9	1.0	4-7	5
Construction machinery, equipment	4-6	5	3-5	4	4-9	7	-	-	0.4-2.3	1.0	2-6	4
Industrial machinery, equipment, supplies	3-4	4	2-4	2	4-6	4	4-6	5	0.6-1.5	0.8	2-6	3
Professional equipment, supplies	3-6	4	1-4	2	3-6	4	-	-	0.4-1.4	0.6	2-4	3
*Surgical, medical, hospital supplies	-	-	2-5	3	5-8	6	-	-	0.3-2.3	0.8	3-6	5
Service establishment equipment, supplies	4-6	4	2-4	2	3-7	4	-	-	0.7-1.3	1.0	2-6	4
Metals, metalwork (except scrap), total	3-6	4	1-2	2	2-5	3	3-4	3	0.4-0.9	0.5	2-3	2
Iron, steel, and products	4-6	6	2-4	2	2-6	4	3-4	4	0.4-1.2	0.6	2-3	3
Nonferrous metals	2-4	3	1-3	2	2-4	3	-	-	0.2-1.4	1.0	2-4	3
Scrap, waste materials, total	4-5	4	2-3	2	3-5	4	-	-	0.9-2.0	1.2	3-5	4
Iron, steel scrap	5-7	6	3-4	3	4-7	5	-	-	1.1-2.9	1.6	4-7	5
Waste materials	5-7	6	1-4	3	4-7	6	-	-	1.0-2.8	1.9	5-8	7
Jewelry	-	-	2-7	4	4-8	6	-	-	0.5-2.9	0.8	2-5	3
NONDURABLE GOODS, TOTAL	1.1-2.0	1.4	0.4-1.5	0.7	0.9-1.8	1.1	0.9-4.2	4.0	0.2-0.6	0.5	0.9-3.3	1.4
TOTAL (excl. farm products, raw materials)	0.9-2.0	1.5	0.4-1.0	0.7	0.7-1.8	1.2	1.6-2.4	2.0	0.1-0.6	0.5	0.8-1.6	1.2
Groceries and related products, total	2-4	3	1-2	1	1-2	2	3-5	4	0.7-1.5	0.9	1-3	2
General-line groceries	2-4	2	1-1	1	1-3	2	2-3	3	0.4-1.3	0.6	1-2	2
*Voluntary groups	-	-	1-2	1	2-4	3	-	-	0.4-1.7	0.7	3-5	4
*Retailer cooperatives	-	-	1-2	1	2-4	2	-	-	0.5-1.9	1.0	2-4	3
*Nonaffiliated	-	-	1-2	1	3-7	3	-	-	0.8-2.2	1.2	3-5	3
Specialty-line groceries	2-4	4	1-3	1	3-4	3	-	-	0.8-2.4	1.4	3-5	4
Confectionery	4-6	5	1-3	2	3-5	4	-	-	0.9-3.4	1.2	4-6	4
Meats, meat products	-	-	2-4	3	4-5	4	-	-	2.4-9.3	5-2	3-10	5
Poultry, poultry products	4-6	5	1-4	2	3-7	4	-	-	1.4-3.9	1.8	4-8	6
Fresh fruits, vegetables	3-6	4	1-3	2	2-6	4	-	-	1.4-3.5	1.8	3-7	4
Beer, wine, distilled alcoholic beverages, total	3-4	4	1-2	1	2-3	2	4-6	5	0.7-1.1	1.0	2-4	3
Beer	3-5	4	1-3	1	2-4	4	-	-	1.5-3.7	2.5	4-6	4
Wine, distilled spirits	5-6	6	1-3	2	2-5	3	6-8	7	0.6-1.7	1.1	2-5	3
Drugs, chemicals, allied products, total	2-3	3	1-2	1	1-3	2	2-3	2	0.3-0.7	0.5	1-2	2
Drugs, drug proprietaries, druggists' sundries	3-4	3	1-2	1	2-4	3	2-3	3	0.3-1.2	0.7	2-3	2
*General-line drugs	2-3	3	1-1	1	1-2	1	-	-	0.1-0.8	0.3	1-3	1
Paints, varnishes	3-5	4	1-4	2	4-5	4	-	-	0.4-1.2	0.6	2-3	3
Other chemicals, allied products	6-7	6	1-4	2	3-5	4	-	-	0.5-1.6	1.0	2-4	3
Tobacco, tobacco products	3-5	4	1-2	1	2-3	2	-	-	0.6-1.7	0.7	2-4	3
Dry goods, apparel, total	3-4	4	1-3	2	2-5	3	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	4-9	6	2-6	4	3-9	6	-	-	1.0-2.3	1.5	4-9	5
Dry goods notions	4-7	6	2-5	3	3-7	5	-	-	0.5-1.8	1.1	3-11	6
Piece goods converters	-	-	2-4	2	3-5	5	-	-	0.3-1.3	0.8	-	-
Paper, paper products (excluding wallpaper), total	3-4	3	1-2	2	2-4	3	3-6	4	0.4-1.8	0.7	2-4	3
Paper	2-4	3	1-3	1	2-4	3	3-4	4	0.4-1.9	0.6	2-4	3
Stationery, office supplies	-	-	2-10	5	-	-	-	-	-	-	-	-
Farm products (raw materials), total	4-5	5	1-3	2	2-5	4	-	-	1.2-6.8	2.6	3-6	5
Cotton	-	-	2-8	4	5-11	9	-	-	-	-	-	-
Grain	4-6	5	1-7	3	2-5	4	-	-	-	-	-	-
Other nondurable goods, total	3-5	4	1-3	2	3-6	4	-	-	0.7-2.5	1.2	2-5	4
Amusement, sporting goods	3-6	6	2-6	3	5-11	7	-	-	0.7-2.7	1.2	3-7	5
Books, magazines, newspapers	3-7	4	1-5	2	3-6	4	-	-	0.6-2.9	1.0	4-7	5
Coal	2-4	2	1-3	1	2-4	3	-	-	2.8-3.3	1.9	2-7	4
Farm supplies	4-8	5	2-6	4	5-10	7	-	-	1.0-4.3	2.6	3-8	6

Note: The sampling errors of the monthly sales and inventory estimates (final estimates) and the ratios of current month to previous month and current month to year-ago sales and inventories are based on measurements from June 1964 through June 1965 from the old sample.

*Separate data for these detailed kinds of business are not yet available from the new sample but will be provided later after their reliability has been evaluated.

Table 11.—SEASONAL ADJUSTMENT FACTORS FOR SALES AND INVENTORIES OF MERCHANT WHOLESALERS: JANUARY 1965-DECEMBER 1966

Kind of business	1965												1966											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales																							
MERCHANT WHOLESALERS, TOTAL...	89.6	89.4	102.6	100.7	97.7	103.4	99.0	101.2	103.3	103.8	104.5	104.7	88.9	89.4	103.2	98.6	100.1	103.0	96.5	104.8	102.3	103.0	106.4	101.6
TOTAL (excl. farm products, raw materials.....	89.3	89.5	103.2	101.4	98.3	104.6	99.1	101.8	103.6	103.0	102.3	103.8	88.6	89.6	103.8	99.3	100.8	104.0	96.7	105.4	102.6	102.2	104.1	100.7
DURABLE GOODS, TOTAL.....	87.3	87.9	102.7	103.1	99.8	107.4	100.4	102.9	104.8	103.7	100.9	98.9	86.6	88.0	103.3	101.0	102.4	107.0	97.9	106.6	103.8	102.8	102.7	95.9
Motor vehicles, automotive equipment	88.2	88.1	101.7	105.2	98.6	108.7	104.8	100.6	101.9	102.8	99.3	100.1	87.4	88.1	102.3	103.1	101.2	108.2	102.2	104.0	101.0	101.9	101.1	97.3
Electrical goods.....	88.7	90.2	99.6	93.1	89.9	103.7	98.7	102.8	107.6	105.3	108.0	112.6	88.0	90.3	100.1	91.1	92.1	103.4	96.3	106.4	106.7	104.3	109.9	109.2
Furniture, home furnishings.....	88.4	89.8	105.4	101.3	94.7	98.8	90.8	106.3	106.2	109.0	106.3	103.2	87.2	89.8	106.7	97.1	98.5	98.9	89.9	108.5	105.6	107.2	108.6	98.2
Hardware, plumbing, heating equipment	81.6	83.8	95.2	101.2	100.1	110.7	104.8	109.1	110.4	109.0	101.8	92.0	81.0	83.9	95.8	99.1	102.6	110.2	102.2	112.9	109.4	108.0	103.6	89.3
Lumber, construction materials.....	79.0	80.2	97.4	101.2	104.4	111.9	107.8	112.2	110.5	107.0	100.8	87.1	78.5	80.3	98.1	99.0	107.0	111.4	105.1	116.3	109.5	106.0	102.6	84.5
Machinery, equipment, supplies.....	89.2	89.0	106.2	107.0	102.2	109.8	99.4	99.8	103.7	100.6	95.6	97.4	88.6	89.0	106.8	104.8	104.8	109.3	96.9	103.2	102.8	99.8	97.2	94.4
Metals, metalwork (except scrap)....	89.8	91.9	107.2	106.0	104.2	108.8	98.4	99.9	99.0	99.6	97.2	97.3	89.1	92.1	107.9	103.8	106.8	108.4	96.0	103.3	98.0	98.8	98.9	94.3
Scrap, waste materials.....	96.3	96.1	108.4	107.6	100.7	104.0	90.8	98.9	98.8	101.3	99.1	97.9	95.5	96.0	109.0	105.2	103.2	103.7	88.5	102.3	98.0	100.4	100.9	95.1
Jewelry.....	75.6	85.3	103.3	93.0	87.5	85.4	76.5	101.9	113.0	124.1	125.3	129.4	75.0	85.5	103.9	91.3	89.7	85.0	74.6	105.5	111.8	123.1	127.4	125.3
NONDURABLE GOODS, TOTAL.....	91.3	90.9	102.8	98.5	96.1	100.7	97.9	99.9	102.1	103.9	107.2	109.0	90.5	90.8	103.3	96.4	98.5	100.2	95.5	103.4	101.2	103.0	109.2	105.8
TOTAL (excl. farm products, raw materials).....	90.8	91.2	103.8	99.6	96.9	102.2	98.1	100.8	102.6	102.5	103.5	107.9	90.0	91.2	104.4	97.5	99.2	101.8	95.7	104.3	101.7	101.7	105.4	104.8
Groceries and related products.....	94.3	91.9	103.3	98.9	98.2	103.2	101.7	99.9	101.8	100.5	101.0	105.2	93.4	91.9	103.9	96.7	100.6	102.7	99.1	103.4	101.0	99.7	102.8	102.1
Beer, wine, distilled alcoholic bev.	76.8	80.0	100.0	96.5	100.0	104.6	100.6	100.9	98.9	99.5	111.4	131.8	76.2	80.0	100.7	94.6	102.6	103.9	98.2	104.4	98.0	98.7	113.3	128.0
Drugs, chemicals, allied products...	94.4	90.4	105.1	100.8	97.3	103.8	96.4	101.8	105.6	104.0	101.3	98.9	93.4	90.4	105.8	98.6	99.7	103.4	94.1	105.5	104.5	103.2	103.0	95.9
Tobacco, tobacco products.....	89.5	88.2	99.4	98.4	97.7	105.7	103.2	103.0	102.9	99.5	100.7	111.9	88.8	88.2	100.0	96.3	100.1	105.2	100.6	106.7	101.9	98.7	102.5	108.7
Dry goods, apparel.....	86.7	94.2	108.3	99.6	90.7	100.4	93.2	107.8	108.6	114.3	106.3	92.0	84.0	94.2	107.8	96.9	94.0	99.5	92.8	110.1	110.1	111.1	107.8	87.9
Paper, paper products, excl. wallpaper	93.6	91.3	103.0	100.3	97.3	102.9	95.4	102.4	103.6	104.8	101.7	103.2	92.9	91.3	103.6	98.2	99.8	102.5	93.0	106.1	102.7	103.9	103.4	100.1
Farm products (raw materials).....	88.8	90.9	99.4	92.0	93.0	86.0	95.0	94.7	99.4	113.9	130.1	116.5	87.8	90.9	99.9	90.1	95.6	85.8	92.8	97.7	98.7	112.5	132.7	113.1
Other nondurable goods.....	92.5	94.3	105.6	103.6	98.6	96.0	90.4	99.4	101.8	102.5	102.8	112.3	93.2	94.3	105.5	101.3	100.5	96.2	87.8	101.7	101.7	103.3	102.1	110.5
	Seasonal adjustment factors for inventories																							
MERCHANT WHOLESALERS, TOTAL...	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.3	100.3	102.0	102.1	99.3	100.2	99.5	99.9	99.4	99.4	99.3	99.0	99.2	100.3	102.0	102.1	99.3
TOTAL (excl. farm products, raw materials.....	98.3	98.1	99.8	100.1	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6	98.3	98.1	99.8	100.0	101.0	101.3	100.5	100.1	100.9	101.3	100.9	97.6
DURABLE GOODS, TOTAL.....	98.0	98.7	100.6	100.5	101.8	102.0	101.1	100.2	100.6	99.9	99.2	97.4	98.1	98.7	100.5	100.4	101.8	102.0	101.0	100.2	100.6	99.9	99.2	97.4
Motor vehicles, automotive equipment	98.8	99.9	102.0	100.1	102.1	103.1	100.4	98.2	99.4	98.9	99.6	97.5	98.8	99.8	102.0	100.1	102.1	103.1	100.4	98.1	99.4	98.9	99.6	97.5
Electrical goods.....	96.6	98.6	98.3	99.8	101.7	103.8	100.0	99.8	102.6	103.1	100.3	95.2	96.6	98.7	98.2	99.7	101.8	103.8	100.0	99.8	102.6	103.1	100.2	95.2
Furniture, home furnishings.....	95.0	98.5	102.8	101.9	98.1	100.8	101.1	102.2	100.5	101.3	99.9	97.7	95.0	98.4	102.8	101.9	98.1	100.9	101.2	102.2	100.4	101.3	99.8	97.7
Hardware, plumbing, heating equipment	96.1	99.3	102.4	101.7	102.9	103.8	103.4	100.7	99.9	99.0	96.9	93.5	96.1	99.4	102.4	101.7	102.9	103.9	103.4	100.7	99.9	99.0	96.9	93.5
Lumber, construction materials.....	97.1	97.9	102.7	102.1	102.7	102.3	101.4	100.5	101.3	97.1	97.3	97.5	97.1	97.8	102.6	102.1	102.8	102.3	101.4	100.5	101.4	97.0	97.2	97.5
Machinery, equipment, supplies.....	99.0	98.1	100.0	100.6	101.6	101.2	101.4	100.2	100.5	99.5	99.5	98.1	99.1	98.2	100.0	100.6	101.7	101.2	101.4	100.1	100.6	99.5	99.4	98.0
Metals, metalwork (except scrap)....	99.7	99.1	99.1	100.9	100.5	99.5	100.4	101.4	99.4	98.4	99.9	101.9	99.6	99.0	99.0	100.7	100.4	99.5	100.4	101.4	99.4	98.5	100.0	101.9
Scrap, waste materials.....	97.5	95.8	99.3	102.2	100.0	101.1	102.4	100.3	98.8	99.2	100.4	102.6	97.6	95.8	99.5	102.2	99.9	101.1	102.5	100.1	98.7	99.4	100.5	102.5
NONDURABLE GOODS, TOTAL.....	102.7	100.5	99.5	98.4	96.1	95.8	96.6	98.3	99.9	104.7	105.7	101.7	102.7	100.5	99.4	98.4	96.2	95.8	96.6	98.2	99.9	104.7	105.7	101.6
TOTAL (excl. farm products, raw materials).....	98.7	97.4	98.6	99.6	99.7	99.9	99.6	100.1	101.3	103.5	103.4	98.1	98.7	97.3	98.6	99.6	99.7	99.9	99.6	100.0	101.3	103.5	103.4	98.0
Groceries and related products.....	100.3	100.4	100.4	100.1	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.5	100.3	100.3	100.4	100.2	100.4	98.6	97.0	96.8	99.3	104.0	102.9	99.4
Beer, wine, distilled alcoholic bev.	95.0	90.5	94.7	99.6	101.3	99.7	99.3	99.9	102.4	108.2	112.4	97.0	95.0	90.4	94.8	99.8	101.3	99.6	99.3	99.8	102.3	108.1	112.4	97.0
Drugs, chemicals, allied products...	98.5	97.9	99.3	101.5	99.8	98.7	99.6	101.1	100.7	102.1	101.5	99.4	98.4	97.8	99.3	101.5	99.7	98.7	99.6	101.1	100.7	102.0	101.5	99.4
Tobacco, tobacco products.....	98.9	98.0	98.0	98.5	97.6	98.8	99.3	100.5	102.6	104.5	106.8	96.0	99.0	98.1	98.0	98.5	97.6	98.8	99.4	100.5	102.5	104.5	106.8	96.0
Paper, paper products, excl. wallpaper	97.3	95.6	98.9	103.1	99.7	101.2	102.3	102.5	99.8	98.7	100.4	100.3	97.2	95.5	98.9	103.1	99.6	101.2	102.4	102.4	99.8	98.7	100.5	100.3
Farm products (raw materials).....	121.3	114.7	104.5	92.5	80.8	77.2	82.8	90.2	93.9	109.7	115.7	116.2	121.6	114.7	104.5	92.6	80.9	77.3	82.8	90.1	93.7	109.8	115.8	116.1
Other nondurable goods.....	99.7	97.2	95.7	96.8	97.0	99.6	100.5	101.1	102.5	104.4	105.3	100.0	99.7	97.2	95.5	97.0	97.1	99.5	100.5	101.1	102.5	104.4	105.4	99.9

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1965, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 variant of the Census Method II seasonal adjustment program, Technical Paper No. 15, Department of Commerce, Bureau of the Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory date shown in tables 1 and 2 are obtained by dividing the unadjusted date shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

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 its supplement issued in 1963, and used in the 1963 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 stations 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 5063).—Establishments primarily in the wholesale distribution of electrical power equipment for the generation, transmission, or utilization of electric energy; and electrical construction materials for outside power transmission lines and for electrical systems. This industry does not include establishments primarily engaged in the wholesale distribution of radios, television sets, electric refrigerators, and other household electrical appliances which are classified in "Electrical Appliances, TV, Radio Sets" (SIC 5064). Construction contractors primarily engaged in installing electrical systems and equipment from their own stock are not included.

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). In this trade, manufacturers' branch houses primarily engaged in selling appliances, TV and radio sets to retailers and builders are classified as merchant wholesalers. Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting equipment, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

Furniture, Home Furnishings (SIC 5097)

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 selling 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 which are classified in "electrical appliances, TV, radio sets" (SIC 5064).

Lumber, Construction Materials (SIC 5098)

Lumber, millwork (part of SIC 5098).—Establishments with or without yards primarily engaged in the wholesale distribution of rough, dressed and finished lumber (but not timber); 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 marketing 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 marketing 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 marketing 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 marketing 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 distribution of mechanical devices and other equipment and supplies 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 marketing of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairs, 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 5091)

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. Metals service centers (marketing warehouses) of companies operating steel works and rolling mills are also included in this classification, but their sales offices without warehouses are excluded.

Nonferrous metals (part of SIC 5091).—Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)—copper, brass, aluminum, etc.—and miscellaneous nonmetalli minerals. Metals service centers (marketing warehouses) of companies operating in the primary nonferrous metal industries are also included in this classification, but their sales offices without warehouses are excluded.

Scrap and Waste Materials
(SIC 5093)

Iron, steel scrap (part of SIC 5093).—Establishments primarily engaged in assembling; breaking up, sorting, and marketing 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 secondhand parts at retail are not included here.

Waste materials (part of SIC 5093).—Establishments primarily engaged in assembling and marketing such materials as 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 5099)

Jewelry (part of SIC 5099).—Establishments primarily engaged in wholesale distribution of jewelry including 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 (SIC 5095)

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. State operated wholesale establishments are included.

Drugs, Chemicals, Allied Products (SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5122).—Establishments primarily engaged in the wholesale distrubution 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 (SIC 5094)

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 "Miscellaneous farm products" (part of SIC 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 (SIC 5096)

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; and greeting cards.

Farm Products--Raw Materials (SIC 505)

Cotton (part of SIC 505).—Establishments primarily engaged in marketing raw cotton and cotton linters.

Grain (part of SIC 505).—Establishments primarily engaged in marketing 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 marketing 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.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
WASHINGTON, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND FEES PAID
U.S. GOVERNMENT PRINTING OFFICE

DESCRIPTION OF KINDS OF BUSINESS—Continued

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—billiard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; ammunition and fireworks; 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, 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.

☆ U. S. GOVERNMENT PRINTING OFFICE : 1967 251-972/17