

U. S. DEPARTMENT OF COMMERCE
Frederick H. Mueller, Acting Secretary

BUREAU OF THE CENSUS
Robert W. Burgess, Director

RETAIL TRADE ANNUAL REPORT 1958



SALES
ACCOUNTS RECEIVABLE
MERCHANDISE INVENTORIES

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ANNUAL SALES

Distribution of Sales by Region

Sales of retail stores in the United States in 1958 totaled \$200 billion, of which 30 percent, or \$61 billion, were sales in the North Central Region; 27 percent, or \$53 billion, were in the Northeast Region; 26 percent, or \$53 billion, were in the South Region; and 17 percent, or \$34 billion, were in the West Region. This percentage distribution of sales by region for 1958 was unchanged from that for 1957.

Although the West Region contributed only 17 percent to the total retail sales in the United States in 1958, sales per capita amounted to \$1,347, or 15 percent over the national average. Per capita sales averaged \$1,242 in the Northeast, \$1,194 in the North Central, and \$1,001 in the South.

As may be expected, food stores took more of the retail dollars than any other kind of business, approximately one-fourth of all retail sales in each region. Per person, \$338 was spent at food stores in the Northeast in 1958, followed by \$334 in the West, and \$288 and \$242 in the North Central and South, respectively.

The automotive group accounted for the next largest amount of sales, 17 percent in the United States as a whole, with the West predominating on a per capita basis. Automotive group sales per person amounted to \$243 in the West, as compared to roughly \$190 in the remaining three regions.

In the next ranking kind-of-business group, general merchandise stores (including department stores), per capita sales in the West also exceeded the average

in each of the other regions, but the Northeast was the leading region in this respect in apparel store sales and the North Central in lumber, building, hardware, farm equipment stores.

Sales of Multiunit Organizations by Region (Group II)

Compared with 1957, sales in 1958 of multiunit organizations of 11 or more retail stores (Group II organizations) showed an increase of 5 percent for all kinds of business in the United States. The West showed the greatest gain (6%), and the Northeast and South the national average increase of 5 percent, while the North Central was lowest with an increase of 3 percent.

Group II food store sales were up across the country--9 percent in the Northeast Region, 7 percent in the West, 6 percent in the South, and 5 percent in the North Central. This compares with a rise of 7 percent for Group II food stores in the United States as a whole.

Sales of general merchandise stores of Group II organizations ranked next to food stores in dollar volume, but over all sales of this group of stores rose only 2 percent from 1957, and by region, 6 percent in the West, 4 percent in the South, 1 percent in the Northeast, while the North Central Region showed no change.

As in 1957, Group II food stores in the Northeast accounted for 45 percent of total store sales in that region. The comparable proportion in the West, the region in which Group II stores accounted for the smallest percent of food store sales, rose from 29 percent in 1957 to 31 percent in 1958.

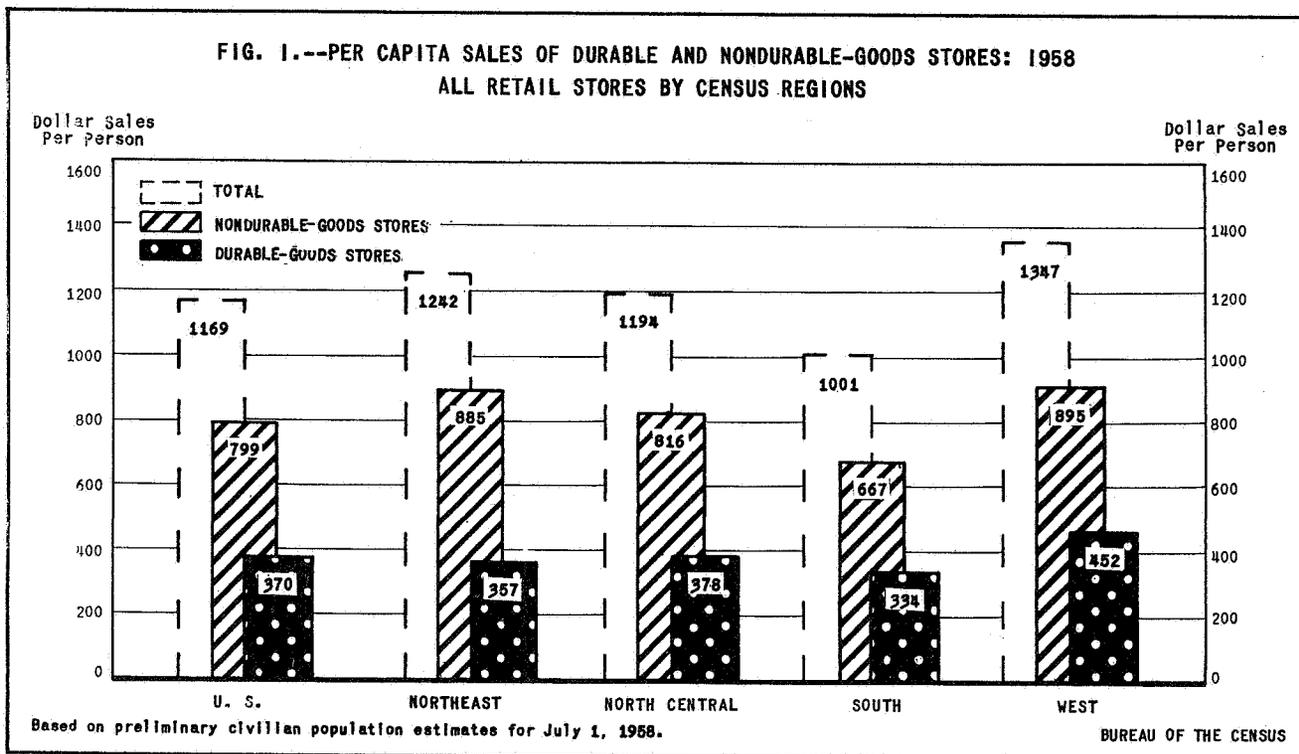


Table 1. ESTIMATED SALES OF ALL RETAIL STORES: 1958
United States and Census Regions, by Kind of Business

Kind of business	Sales (millions of dollars)					Percent distribution by region			
	United States	Northeast	North Central	South	West	Northeast	North Central	South	West
All kinds of business, total	200,353	53,148	60,684	52,989	33,532	27	30	26	17
Durable-goods stores, total.....	63,409	15,279	19,191	17,700	11,239	24	30	28	18
Nondurable-goods stores, total.....	136,944	37,869	41,493	35,289	22,293	28	30	26	16
Food group.....	50,263	14,488	14,659	12,809	8,307	29	29	25	17
Grocery stores.....	44,546	11,710	13,110	12,020	7,706	26	30	27	17
Eating and drinking places.....	14,792	4,724	4,597	2,974	2,497	32	31	20	17
Eating places.....	9,874	3,237	2,697	2,208	1,732	33	27	22	18
General merchandise group.....	21,668	5,085	6,620	6,160	3,803	24	31	28	17
Department stores and dry goods, general merchandise stores..	15,346	3,668	4,760	4,085	2,833	24	31	27	18
Department stores.....	12,564	3,244	4,050	3,107	2,163	26	32	25	17
Variety stores.....	3,611	1,047	1,021	1,045	498	29	28	29	14
Mail order (department store merchandise).....	1,550	257	596	444	253	17	38	29	16
Apparel group.....	12,558	4,355	3,277	3,254	1,672	35	26	26	13
Women's ready-to-wear stores.....	4,450	1,445	1,157	1,239	609	32	26	28	14
Shoe stores.....	2,221	790	625	500	306	35	28	23	14
Furniture and appliance group.....	10,323	3,018	2,776	2,763	1,766	29	27	27	17
Furniture, home furnishings stores.....	6,635	1,767	1,845	1,865	1,158	27	23	28	17
Furniture stores.....	4,854	1,174	1,342	1,553	785	24	28	32	16
Household appliance, TV, radio stores.....	3,688	1,251	931	898	608	34	25	24	17
Lumber, building, hardware, farm equipment group.....	13,850	2,616	5,166	3,689	2,379	19	37	27	17
Lumber yards, building materials dealers ¹	8,154	1,794	2,847	2,245	1,268	22	35	27	16
Lumber yards.....	5,199	1,099	1,874	1,338	888	21	36	26	17
Hardware stores.....	2,653	650	971	656	376	24	37	25	14
Automotive group.....	33,859	8,035	9,807	9,958	6,059	24	29	29	18
Passenger car dealers (franchised).....	27,373	6,705	8,315	7,673	4,680	25	30	28	17
Gasoline service stations.....	15,758	2,993	5,290	4,573	2,902	19	34	29	18
Other retail stores.....	27,282	7,834	8,492	6,809	4,147	29	31	25	15
Drug and proprietary stores.....	6,599	1,575	2,033	1,770	1,221	24	31	27	18
Liquor stores.....	4,438	1,416	1,156	1,150	716	32	26	26	16

¹ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.
Notes: All kinds of business, total, and group totals include kinds of business not shown separately. Sample Revision, page 17.
Measures of sampling variability are provided on page 18. For States comprising the Census regions, see page 22.

Table 2. ESTIMATED SALES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES: 1958 AND 1957
United States and Census Regions, by Kind of Business

(Millions of dollars)

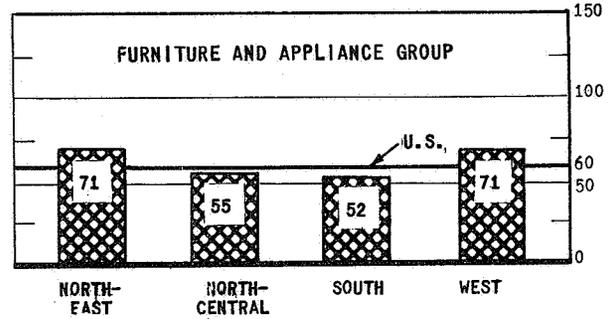
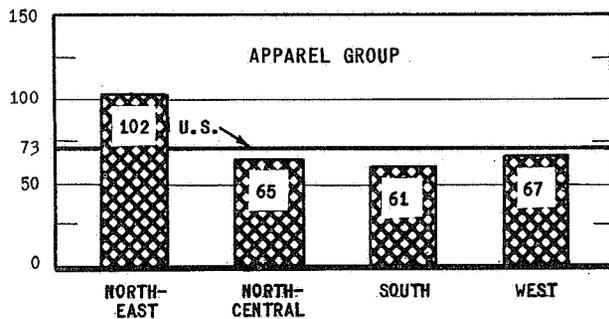
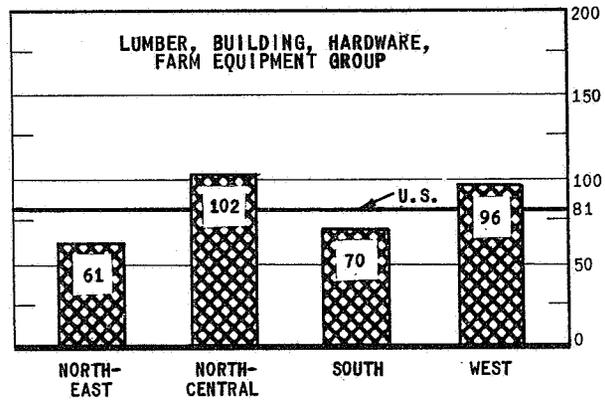
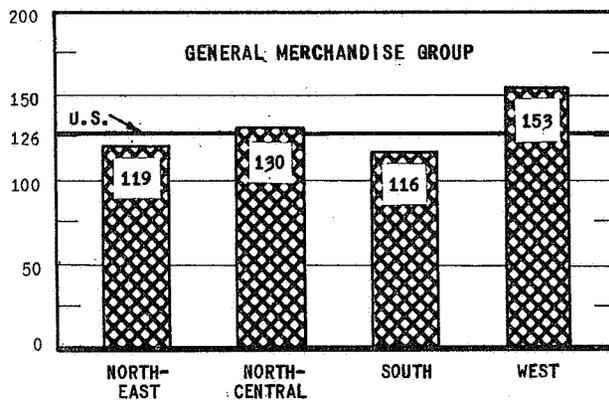
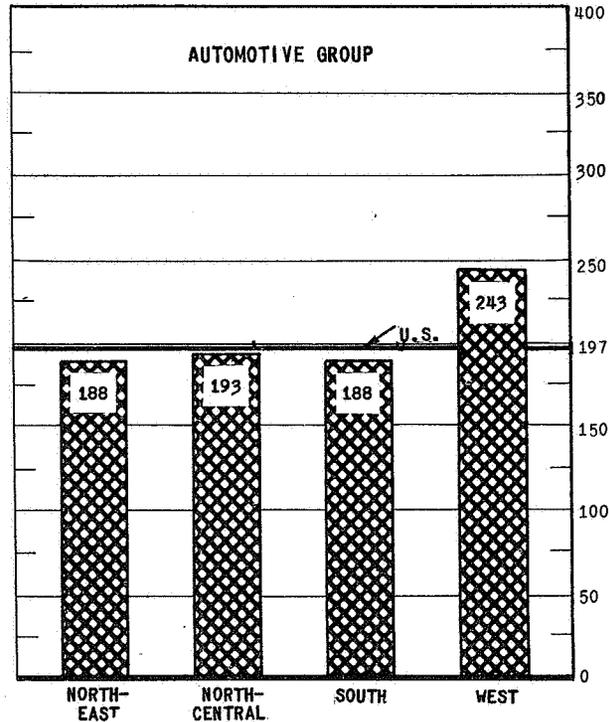
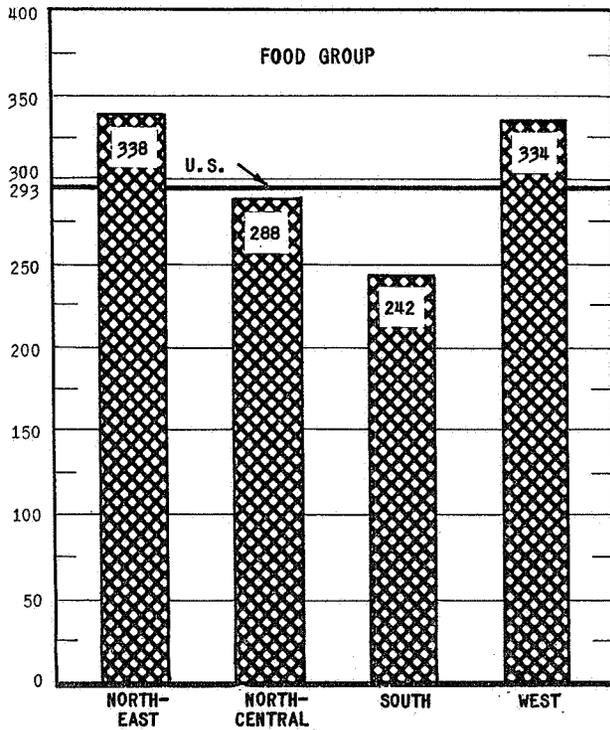
Kind of business	United States			Northeast			North Central			South			West		
	1958	1957	Percent change	1958	1957	Percent change	1958	1957	Percent change	1958	1957	Percent change	1958	1957	Percent change
All kinds of business, total.....	43,852	41,902	+5	12,741	12,115	+5	12,970	12,560	+3	11,254	10,728	+5	6,887	6,499	+6
Food group.....	19,461	18,221	+7	6,537	5,997	+9	5,567	5,293	+5	4,741	4,480	+6	2,616	2,451	+7
Grocery stores.....	18,590	17,377	+7	6,135	5,612	+9	5,298	5,040	+5	4,610	4,361	+6	2,547	2,366	+8
Eating and drinking places.....	872	868	0	363	386	-6	217	217	0	205	184	+11	87	81	+7
General merchandise group.....	13,413	13,091	+2	3,260	3,221	+1	4,023	4,022	0	3,675	3,535	+4	2,455	2,313	+6
Department stores and dry goods, general merchandise stores.....	9,118	8,961	+2	2,161	2,148	+1	2,708	2,705	0	2,398	2,353	+2	1,851	1,755	+5
Department stores.....	7,939	NA	-	2,064	NA	-	2,350	NA	-	1,977	NA	-	1,548	NA	-
Variety stores.....	2,779	2,666	+4	856	834	+3	764	766	0	812	741	+9	347	325	+7
Apparel group.....	2,805	2,696	+4	939	r904	+4	756	r731	+3	666	r644	+3	444	r417	+6
Women's ready-to-wear stores.....	1,120	1,064	+5	314	r306	+3	337	r312	+8	272	r264	+3	197	r182	+8
Shoe stores.....	851	802	+6	295	276	+7	221	218	+1	190	176	+8	145	132	+10
Furniture and appliance group.....	957	924	+4	282	280	+1	214	214	0	292	277	+5	169	153	+10
Tire, battery, accessory dealers.....	867	816	+6	147	138	+7	236	233	+1	369	343	+8	115	102	+13
Drug and proprietary stores.....	1,118	1,031	+8	154	147	+5	452	406	+11	313	289	+8	199	r189	+5
Liquor stores.....	976	951	+3	311	298	+4	253	251	+1	259	r251	+3	153	r151	+1

NA Not available.
r Revised.
Note: All kinds of business, total, and group totals include data for kinds of business not shown separately. For States comprising the Census regions, see page 22.

FIG 2.--PER CAPITA SALES OF SELECTED KIND-OF-BUSINESS GROUPS: 1958
ALL RETAIL STORES BY CENSUS REGIONS

Dollar Sales
Per Person

Dollar Sales
Per Person



Based on preliminary civilian population estimates for July 1, 1958.

Distribution of Sales by Type

Of the total 1958 sales of \$200.4 billion, \$152.0 billion (76%) represented sales for which the retailer received cash payment. Approximately \$48.4 billion were sales made on credit extended by the retailer--\$38.0 billion (19%) representing charge account sales and \$10.4 billion (5%), installment sales.

The \$152 billion shown in table 3 as sales on a cash basis include sales on credit where the credit was extended by other organizations, such as banks, finance companies, etc., and where the retailer consequently received cash as a result of the sale. Of such sales, separate statistics were obtained where the credit, though extended by other organizations, was handled through the retail firm. The latter type sales amounted to approximately \$13.3 billion in 1958 (exclusive of sales on gasoline credit cards), primarily in the automotive group (\$10.4 billion). Separate figures are not available from this survey, however, on sales on credit when the credit was obtained directly by the purchaser from other sources and was not handled through the retail firm; such sales were presumably reported as cash sales by the retailer. (See footnote 1 to table 3.)

More than half of the total sales in the lumber, building, hardware, farm equipment group and in the furniture, appliance group represented sales on credit extended by the retailer--59 percent and 51 percent, respectively. For the former group, such sales were almost entirely charge account sales, whereas installment sales represented almost half of the furniture, appliance group credit sales. Of the \$33.9 billion 1958 annual sales in the automotive

group, the largest category among the durable-goods stores, approximately \$25.5 billion (75%), represented sales for which the automotive dealer received cash payment (including sales on credit financed by other organizations). About \$6.1 billion (18%) were charge accounts sales and \$2.3 billion (7%) were installment sales financed by automotive dealers.

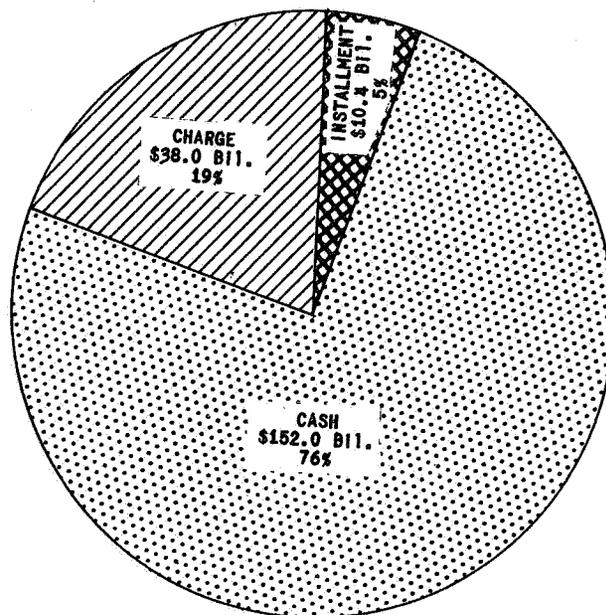
Sales of nondurable-goods stores were predominantly cash sales, 82 percent, as compared to 63 percent for durable-goods stores. The general merchandise group (including department stores) reported \$4.4 billion charge sales and \$3.8 billion installment sales, 20 percent and 17 percent, respectively, of the total sales for the group. The comparable percents for department stores alone were 30 percent and 23 percent, respectively.

Sales of Multiunit Organizations by Type (Group II)

Approximately 80 percent of the 1958 sales of multiunit organizations of 11 or more retail stores (Group II organizations) represented cash sales--\$35.1 billion of a total of \$43.9 billion. Credit sales were divided about equally between charge and installment sales, with each representing approximately 10 percent of the Group II total--in contrast to the 19 percent and 5 percent, respectively, for all retail stores combined.

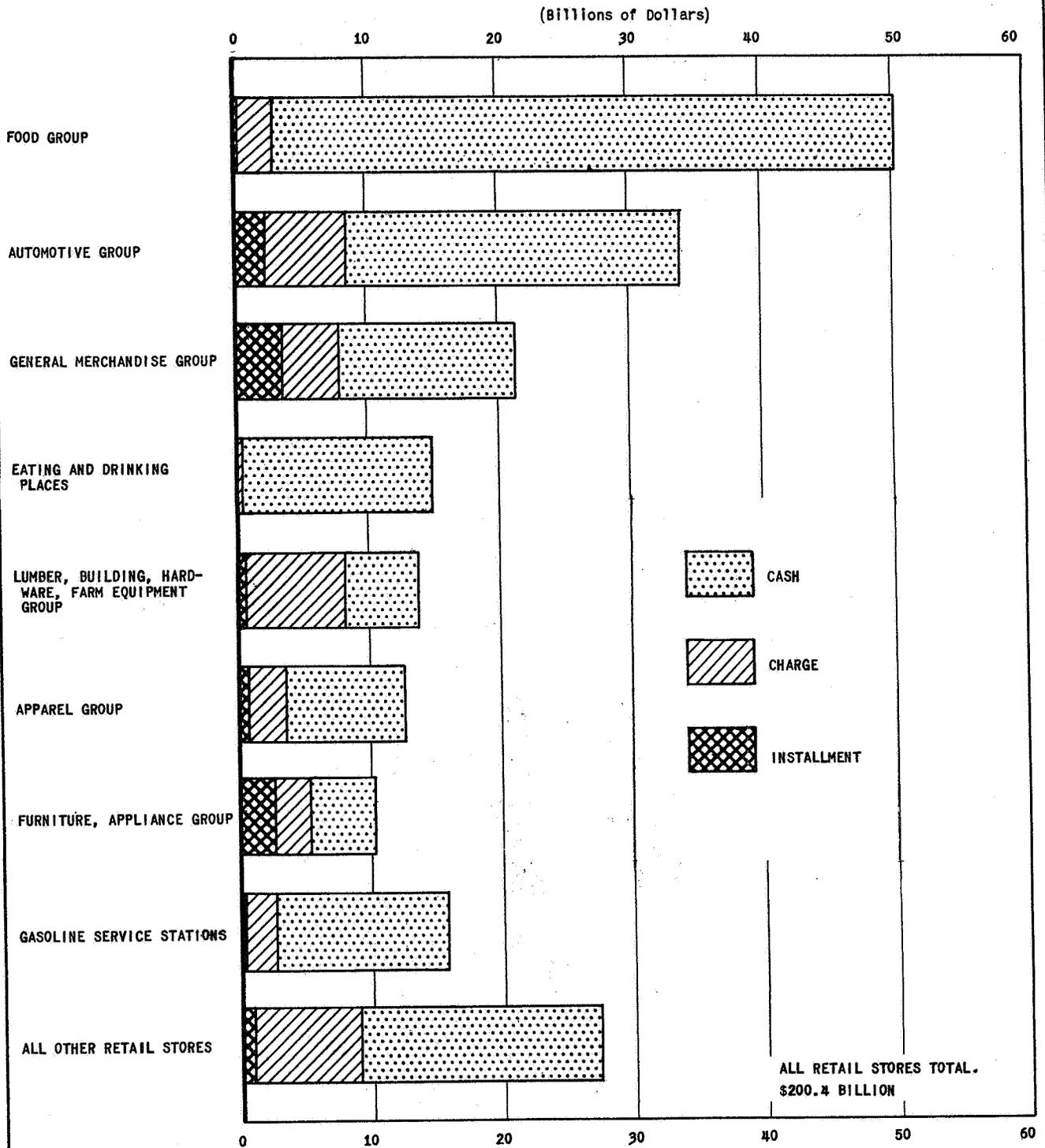
General merchandise stores accounted for close to three-fourths of the total installment sales of Group II organizations (\$3.1 billion of \$4.3 billion), but only about 40 percent of the Group II charge sales total (\$1.8 billion of \$4.5 billion).

FIG. 3.—PERCENT DISTRIBUTION OF SALES—CASH, CHARGE, AND INSTALLMENT: 1958
ALL RETAIL STORES



ALL RETAIL STORES TOTAL: \$200.4 Billion

**FIG. 4.—TOTAL SALES—CASH, CHARGE, AND INSTALLMENT: 1958
ALL RETAIL STORES BY KIND-OF-BUSINESS GROUPS**



Note: See footnote 1 at bottom of Table 3.

Table 3. SALES OF ALL RETAIL STORES AND OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY TYPE OF SALE--CASH, CHARGE, AND INSTALLMENT: 1958
United States, by Kind of Business

Kind of business	Sales (millions of dollars)					Percent distribution by type of sale			
	Total	On cash basis ¹	On credit extended by retail firms			On cash basis ¹	On credit extended by retail firms		
			Total	Charge account	Install- ment account		Total	Charge account	Install- ment account
All Retail Stores									
All kinds of business, total.....	200,353	151,976	48,377	37,961	10,416	76	24	19	5
Durable-goods stores, total.....	63,409	39,600	23,809	17,951	5,858	63	37	28	9
Non-durable-goods stores, total.....	136,944	112,376	24,568	20,010	4,558	82	18	15	3
Food group.....	50,263	47,288	2,975	2,912	(²)	94	6	6	(³)
Eating and drinking places.....	14,792	14,437	355	355	0	98	2	2	0
General merchandise group.....	21,668	13,547	8,121	4,353	3,768	63	37	20	17
Department stores and dry goods, general merchandise stores.....	15,346	8,249	7,097	4,036	3,061	54	46	26	20
Department stores.....	12,564	5,879	6,685	3,714	2,971	47	53	30	23
Mail order (department store merchandise).....	1,550	849	701	63	638	55	45	4	41
Apparel group.....	12,558	9,101	3,457	2,921	536	73	27	23	4
Men's, boys' clothing, furnishings stores.....	2,280	1,596	684	586	98	70	30	26	4
Women's ready-to-wear stores.....	4,450	2,803	1,647	1,453	194	63	37	33	4
Furniture and appliance group.....	10,323	5,122	5,201	2,855	2,346	49	51	28	23
Furniture, home furnishings stores.....	6,635	2,826	3,809	2,033	1,776	42	58	31	27
Furniture stores.....	4,854	1,989	2,865	1,249	1,616	41	59	26	33
Household appliance, TV, radio stores.....	3,688	2,297	1,391	822	569	62	38	22	16
Household appliance dealers.....	2,844	1,722	1,122	607	515	61	39	21	18
Lumber, building, hardware, farm equipment group.....	13,850	5,645	8,205	7,716	489	41	59	56	3
Lumber yards, building materials dealers ⁴	8,154	2,115	6,039	5,911	(²)	26	73	72	1
Hardware stores.....	2,653	1,772	881	708	173	67	33	27	6
Automotive group.....	33,859	25,460	8,399	6,094	2,305	75	25	18	7
Passenger car dealers.....	30,516	23,633	6,883	5,038	1,795	77	23	17	6
Passenger car dealers (franchised).....	27,373	20,928	6,445	4,863	1,582	76	24	18	6
Tire, battery, accessory dealers.....	2,282	975	1,307	892	415	43	57	39	18
Gasoline service stations.....	15,758	13,111	2,647	2,598	(²)	83	17	17	(³)
Other retail stores.....	27,282	18,265	9,017	8,157	860	67	33	30	3
Drug and proprietary stores.....	6,599	5,958	641	641	0	90	10	10	0
Jewelry stores.....	1,228	586	642	255	387	48	52	21	31
Retail Stores of Organizations Operating 11 or More Retail Stores (Group II Stores)									
All kinds of business, total.....	43,852	35,107	8,745	4,453	4,292	80	20	10	10
Food group.....	19,461	19,265	196	164	32	99	1	1	(³)
Eating and drinking places.....	872	805	67	67	0	92	8	8	0
General merchandise group.....	13,413	8,517	4,896	1,771	3,125	64	36	13	23
Department stores and dry goods, general merchandise stores.....	9,118	4,969	4,149	1,696	2,453	54	46	19	27
Department stores.....	7,939	3,875	4,064	1,651	2,413	49	51	21	30
Apparel group.....	2,805	2,185	620	417	203	78	22	15	7
Furniture and appliance group.....	957	421	536	295	241	44	56	31	25
Lumber yards, building materials dealers ⁴	764	154	610	577	33	20	80	76	4
Tire, battery, accessory dealers.....	867	268	599	320	279	31	69	37	32

¹ Includes, in addition to sales entirely on a cash basis, the following two categories:

- a. Sales on credit where the credit, although handled through the retail firm, was actually extended by other organizations (such as banks, finance companies, etc.) and where consequently the retail firm received cash as a result of the sale. Although included above as "cash" sales, separate figures were obtained in this survey on sales on credit handled through the retail firm but extended by others. Such sales are estimated at \$13,303 million in 1958 (exclusive of sales on gasoline credit cards which were not reported separately from other "cash" sales). This total included primarily \$10,410 million for the automotive group; \$1,545 million for the furniture and appliance group; and \$832 million for the lumber, building, hardware, farm equipment group. Group II organizations reported sales of this type amounting to \$134 million.
- b. Sales made on credit obtained directly by the purchaser from other sources without being handled through the retail firm, similarly involving cash payment. Since only retail firms were canvassed in this survey, no separate statistics could be obtained on sales on credit obtained directly by the purchaser from other sources.

² Not shown because of high sampling variability.

³ Less than one half of one percent.

⁴ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Notes: All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 18.

ACCOUNTS RECEIVABLE

Amounts owed by customers to retail stores as of December 31, 1958, totaled \$12.1 billion, 2 percent more than the \$11.9 billion estimated the year before. This increase in over all credit balances was brought about by installment account balances alone which increased by 4 percent year to year, going from \$4.8 billion in 1957 to \$5.0 billion in 1958. In a similar comparison, charge accounts showed no change, standing at \$7.1 billion at the close of both 1958 and 1957. The ratio of outstanding amounts on charge and on installment accounts to the total of accounts receivable in 1958 was 59 percent and 41 percent, respectively; approximately the same proportions were reported in 1957 and 1956.

The data shown for accounts receivable balances in this report reflect only the amounts owed to retail firms and do not include balances owed to other organizations, such as financial institutions, for retail purchases. It should also be noted that changes in receivables balances from year to year reflect changes in the practice of discounting or selling receivables to banks, finance companies, and others, as well as changes in the amounts of goods sold on credit and in the rates at which customers made payment. Such factors similarly affect the relationship between sales on credit (table 3) and balances outstanding (table 4).

The balances due department stores from their customers totaled \$2.4 billion at the 1958 year end, more than was owed to any other single kind of busi-

ness. Together, stores of the general merchandise group (including department stores), the furniture and appliance, radio, TV group, and the lumber, building, hardware, farm equipment group accounted for 57 percent of all retail store credit balances at the end of 1958.

Accounts receivable balances were lower in jewelry stores by 13 percent, in a year-to-year comparison; in food stores, 14 percent; and in furniture, appliance stores, by 11 percent; while there was a substantial increase of 15 percent for stores in the general merchandise group. Small increases were shown in the lumber, building, hardware, farm equipment group (4%), the automotive group (2%) and drug and proprietary stores (3%).

Stores of organizations operating 11 or more retail stores (Group II) accounted for \$3.1 billion of total receivables at the end of 1958. This amount was 17 percent more than these organizations held at the close of 1957. The customers of Group II general merchandise stores owed them \$1.8 billion, 28 percent more than a year earlier. This amount was 58 percent of total receivables of Group II stores and 15 percent of total receivables of all retail stores in the United States.

Most of the credit balances owed to Group II stores at the end of 1958 were on installment accounts--\$2.3 billion--compared with \$0.1 billion on charge accounts

Table 4. ACCOUNTS RECEIVABLE OF ALL RETAIL STORES: END OF YEAR 1958 AND 1957
United States, by Kind of Business

Kind of business	All retail stores			Kind of business	All retail stores		
	December 31--		Percent change, 1958 from 1957		December 31--		Percent change, 1958 from 1957
	1958	1957			1958	1957	
All kinds of business, total.....	12,148	11,942	+2	Furniture and appliance group.....	2,086	2,340	-11
Durable-goods stores, total.....	6,214	NA	NA	Furniture, home furnishings stores.....	1,587	1,770	-10
Nondurable-goods stores, total.....	5,934	NA	NA	Furniture stores.....	1,405	1,583	-11
Food group.....	383	446	-14	Lumber, building, hardware, farm equipment group..	1,861	1,793	+4
Eating and drinking places.....	57	56	+2	Lumber yards, building materials dealers ¹	1,254	1,185	+6
General merchandise group.....	2,931	2,541	+15	Lumber yards.....	901	NA	NA
Department stores and dry goods, general merchandise stores.....	2,489	2,128	+17	Hardware stores.....	269	251	+7
Department stores.....	2,355	2,005	+17	Automotive group.....	1,541	1,514	+2
Mail order (department store merchandise).....	342	307	+11	Passenger car dealers.....	1,093	1,092	0
Apparel group.....	982	982	0	Passenger car dealers (franchised).....	1,011	1,008	0
Men's, boys' clothing, furnishings stores.....	213	205	+4	Tire, battery, accessory dealers.....	384	370	+4
Women's ready-to-wear stores.....	441	433	+2	Gasoline service stations.....	390	410	-5
				Other retail stores.....	1,917	1,861	+3
				Drug and proprietary stores.....	123	120	+3
				Jewelry stores.....	318	365	-13

NA Not available.

¹ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Notes: All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 19.

**FIG. 5.—TOTAL ACCOUNTS RECEIVABLE: END OF YEAR 1958 AND 1957
ALL RETAIL STORES BY SELECTED KIND OF BUSINESS**

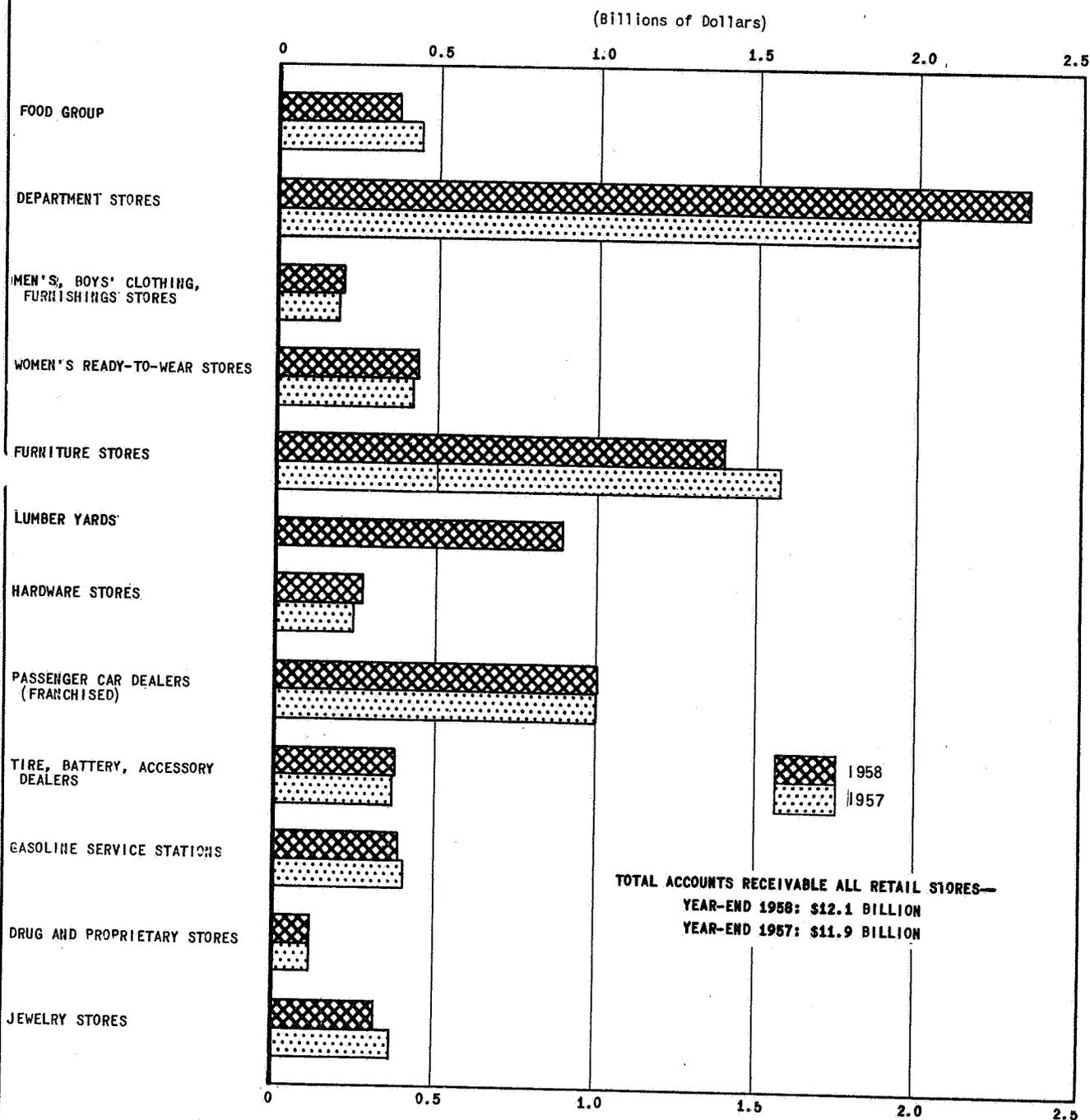


Table 5. ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: END OF YEAR 1958 AND 1957
United States, by Kind of Business

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1958 from 1957	December 31--		Percent change, 1958 from 1957	December 31--		Percent change, 1958 from 1957
	1958	1957		1958	1957		1958	1957	
All kinds of business, total.....	12,148	11,942	+2	7,119	7,100	0	5,029	4,842	+4
Food group.....	383	446	-14	368	429	-14	15	17	-12
Eating and drinking places.....	57	56	+2	57	56	+2	0	0	0
General merchandise group.....	2,931	2,541	+15	1,134	1,077	+5	1,797	1,464	+23
Department stores and dry goods, general merchandise stores.....	2,489	2,128	+17	1,066	1,004	+6	1,423	1,124	+27
Department stores.....	2,355	2,005	+17	984	926	+6	1,371	1,079	+27
Apparel group.....	982	982	0	761	767	-1	221	215	+3
Furniture and appliance group.....	2,086	2,340	-11	643	765	-16	1,443	1,575	-8
Lumber, building, hardware, farm equipment group.....	1,861	1,793	+4	1,604	1,535	+4	257	(¹)	(¹)
Automotive group.....	1,541	1,514	+2	756	758	0	785	756	+4

¹ Not shown because of high sampling variability.

Notes: All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 19.

Table 6. ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS: END OF YEAR 1958 AND 1957
United States, by Kind of Business

(Millions of dollars)

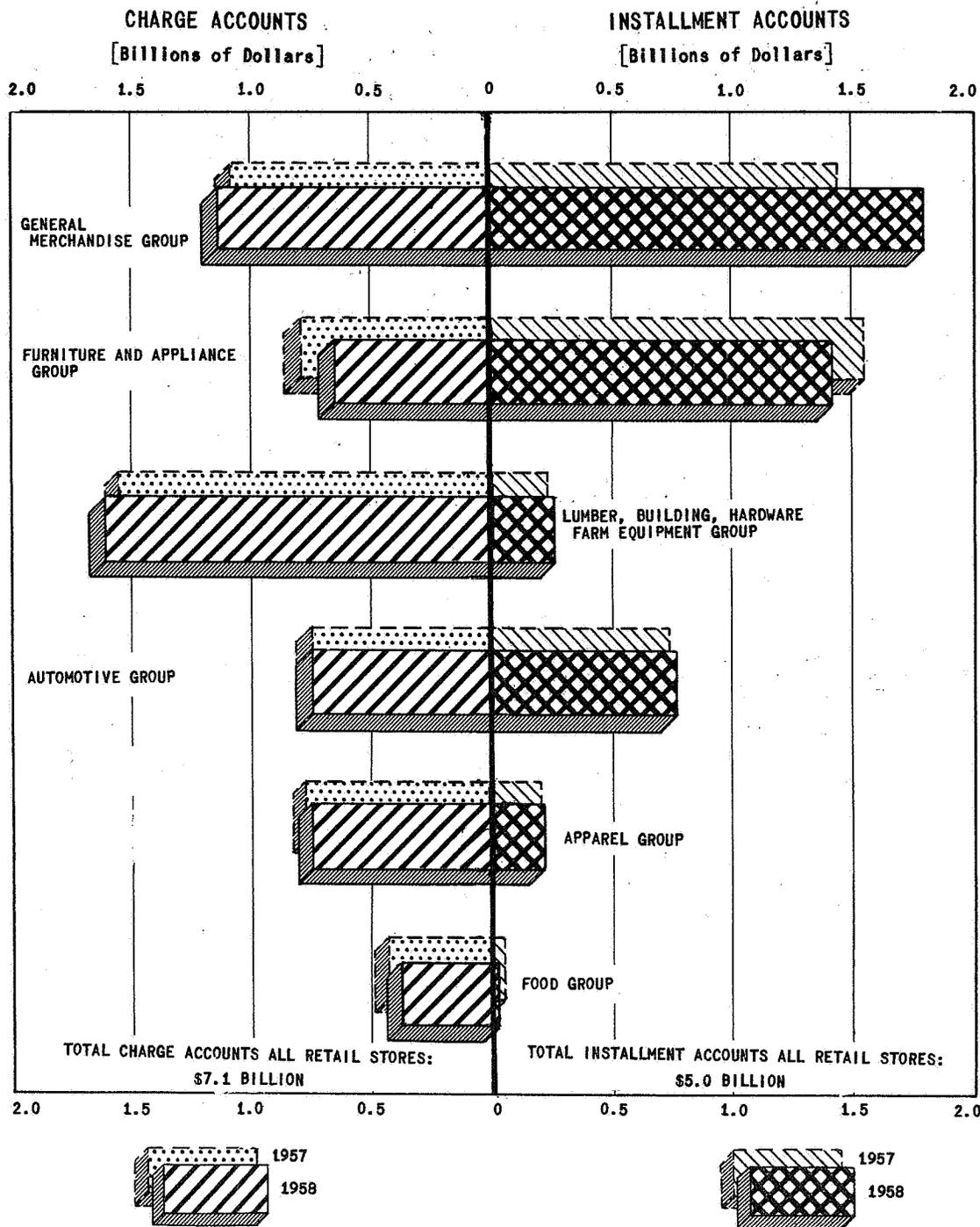
Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1958 from 1957	December 31--		Percent change, 1958 from 1957	December 31--		Percent change, 1958 from 1957
	1958	1957 ¹		1958	1957 ¹		1958	1957 ¹	
All kinds of business, total.....	3,101	2,637	+18	851	790	+8	2,250	1,847	+22
Food group.....	34	34	0	24	23	+4	10	10	0
Eating and drinking places.....	11	11	0	11	11	0	0	0	0
General merchandise group.....	1,796	1,404	+28	403	373	+8	1,393	1,031	+35
Department stores and dry goods, general merchandise stores.....	1,442	1,085	+33	396	367	+8	1,046	718	+46
Department stores.....	1,412	1,053	+34	387	359	+8	1,025	694	+48
Apparel group.....	190	183	+4	110	103	+7	80	80	0
Furniture and appliance group.....	371	354	+5	49	49	0	322	305	+6
Lumber yards, building materials dealers ²	126	112	+13	116	104	+12	10	8	+25
Tire, battery, accessory dealers.....	220	213	+3	43	39	+10	177	175	+1

¹ See Sample Design, Group II organizations, page 17.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Notes: All kinds of business, total, and group totals include kinds of business not shown separately.

**FIG. 6.—ACCOUNTS RECEIVABLE ON CHARGE ACCOUNTS AND INSTALLMENT ACCOUNTS:
END OF YEAR 1958 AND 1957**

RETAIL STORES BY SELECTED KIND-OF-BUSINESS GROUPS



MERCHANDISE INVENTORIES

The cost value of merchandise inventories in retail stores on December 31, 1958, amounted to \$22.1 billion. This was 1 percent less than was held on December 31, 1957. Of this total, \$12.0 billion was the value of inventories of nondurable-goods stores, and \$10.1 billion was stocks of merchandise of durable-goods stores.

For grocery stores, stocks on hand at the end of 1958 were up 3 percent from those held at the close of 1957. Other kinds of business with 1958 year-end stocks higher than a year earlier were tire, battery, accessory dealers (up 11%), gasoline service stations (6%), drug and proprietary stores (5%), liquor stores (4%), variety stores (4%), department stores (2%), and lumber yards, building materials dealers, including paint, plumbing, and electrical stores (2%). Inventories were 12 percent lower than the preceding year for the automotive group, 3 percent lower for the furniture and appliance group, and 1 percent lower for the apparel group.

In the warehouses and stores of Group II organizations, (organizations operating 11 or more retail stores), merchandise held for sale on December 31, 1958, totaled \$4.9 billion, at cost value, 5 percent more than was held at the end of 1957. Among the various kinds of business, increases were noted for all major kind-of-business groups except the apparel group and eating and drinking places, which were un-

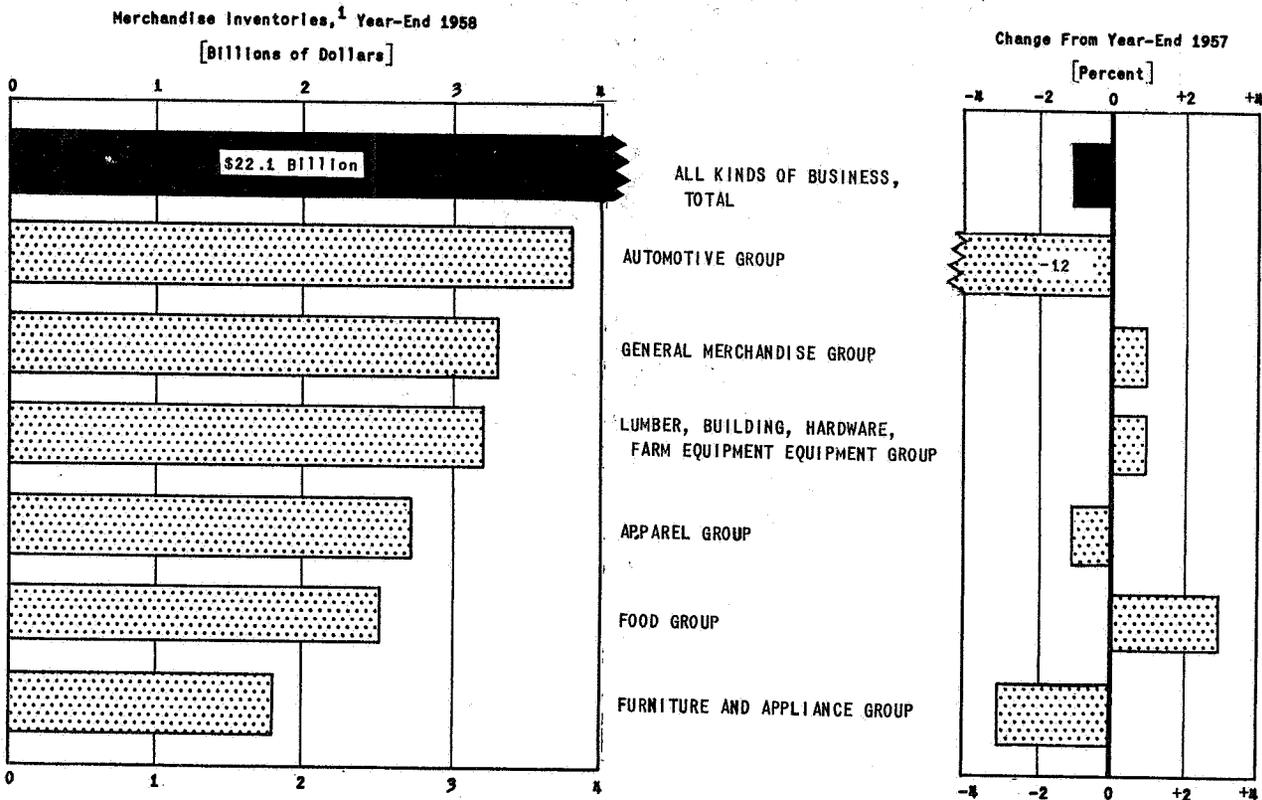
changed from the 1957 year-end level. Drug and proprietary stores had the highest year-to-year increase in inventories (13%). Inventories in stores of Group II organizations on December 31, 1958, were 6 percent higher than on December 31, 1957, with the greatest gains being noted in grocery stores (15%), and drug and proprietary stores (12%).

Sales-Inventory Ratios

Annual sales of all retail stores in 1958 were 8.8 times the cost value of year-end inventories at the end of the year. Almost no change was indicated from the ratio of 8.9 shown for 1957. Of the durable goods stores, which had an over all average ratio of 6.0 of 1958 sales to year-end inventories, dealers in the automotive group showed a ratio of 8.1; stores of the furniture and appliance group, 5.5; and dealers in the lumber, building, hardware and farm equipment group, 4.3.

For retail stores of organizations operating 11 or more retail stores (Group II stores), the ratio of annual sales to year-end inventories for 1958 was 11.7, almost the same as the 11.8 shown for 1957. Group II grocery stores showed a decline in their sales-inventory ratio from 29.6 in 1957 to 27.7 in 1958.

FIG. 7.—MERCHANDISE INVENTORIES: END OF YEAR 1958
ALL RETAIL STORES BY MAJOR KIND-OF-BUSINESS GROUPS



¹Inventories at cost value, in stores.

Table 7. MERCHANDISE INVENTORIES AND SALES-INVENTORY RATIOS OF ALL RETAIL STORES: END OF YEAR 1958 AND 1957
United States, by Kind of Business

(Millions of dollars)											
Kind of business	Merchandise inventories (at cost) December 31--			Sales-inventory ratio ¹		Kind of business	Merchandise inventories (at cost) December 31--			Sales inventory ratio ¹	
	1958	1957	Percent change	1958	1957		1958	1957	Percent change	1958	1957
	All kinds of business, total.....	22,098	22,335	-1	8.8		8.9	Furniture and appliance group.....	1,762	1,809	-3
Durable-goods stores, total.....	10,058	NA	NA	6.0	NA	Furniture, home furnishings stores.....	1,236	1,267	-2	5.0	5.3
Nondurable-goods stores, total.....	12,040	NA	NA	11.2	NA	Furniture stores.....	960	993	-3	4.7	5.0
Food group.....	2,452	2,379	+3	20.1	20.6	Household appliance, TV, radio stores.....	526	542	-3	6.7	6.5
Grocery stores.....	2,276	2,205	+3	19.3	19.7	Household appliance dealers.....	390	411	-5	7.0	6.6
Eating and drinking places.....	413	413	0	33.6	34.2	Lumber, building, hardware, farm equipment ² group.....	3,221	3,196	+1	4.3	4.3
General merchandise group.....	3,278	3,241	+1	6.7	6.8	Lumber yards, building materials dealers ²	1,461	1,429	+2	5.5	5.7
Department stores and dry goods, general merchandise stores.....	2,165	2,155	+1	7.1	7.3	Lumber yards.....	1,035	991	+4	5.1	NA
Department stores.....	1,583	1,555	+2	8.0	8.1	Hardware stores.....	822	824	0	3.3	3.2
Variety stores.....	641	616	+4	5.7	5.9	Farm equipment dealers.....	938	944	-1	3.5	3.3
Mail order (department store merchandise).....	234	228	+3	6.2	6.2	Automotive group.....	3,837	4,341	-12	8.1	8.3
Apparel group.....	2,722	2,739	-1	4.5	4.6	Passenger car dealers.....	3,214	3,774	-15	8.7	8.7
Men's, boys' clothing, furnishings stores.....	683	687	-1	3.3	3.4	Passenger car dealers (franchised).....	2,961	3,459	-14	8.7	8.7
Women's ready-to-wear stores.....	710	708	0	6.4	6.6	Tire, battery, accessory dealers.....	395	356	+11	5.5	5.7
Shoe stores.....	584	562	+4	3.5	3.7	Gasoline service stations.....	710	672	+6	21.3	23.0
						Other retail stores.....	3,703	3,547	+4	7.4	7.5
						Drug and proprietary stores.....	1,073	1,025	+5	6.3	6.5
						Liquor stores.....	510	491	+4	8.9	8.8
						Jewelry stores.....	474	482	-2	2.4	2.7

NA Not available.

¹ Based on only those establishments in business the full calendar year.

² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Note: Dollar volumes and sales-inventory ratios for all kinds of business, total, and group totals include kinds of business not shown separately.

Measures of sampling variability are provided on page 19.

Table 8. MERCHANDISE INVENTORIES AND SALES-INVENTORY RATIOS OF RETAIL STORES AND WAREHOUSES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES: END OF YEAR 1958 AND 1957
United States, by Kind of Business

Kind of business	Merchandise inventories, at cost, (millions of dollars)						Sales-inventory ratio (stores only)	
	Total, warehouses ¹ and stores			Stores				
	December 31--		Percent change, 1958 from 1957	December 31--		Percent change, 1958 from 1957	1958	1957
	1958	1957 ²		1958	1957 ²			
All kinds of business, total.....	4,852	4,605	+5	3,741	3,535	+6	11.7	11.8
Food group.....	1,181	1,082	+9	696	609	+14	27.7	29.7
Grocery stores.....	1,142	1,042	+10	676	589	+15	27.3	29.6
Eating and drinking places.....	24	24	0	15	14	+7	62.2	NA
General merchandise group.....	1,945	1,873	+4	1,734	1,671	+4	7.7	7.8
Department stores and dry goods, general merchandise stores.....	1,235	1,214	+2	1,078	1,067	+1	8.4	8.5
Department stores.....	1,060	1,036	+2	920	907	+1	8.6	8.7
Variety stores.....	466	432	+8	422	388	+9	6.7	6.9
Apparel group.....	496	495	0	438	433	+1	6.3	6.2
Men's, boys' clothing, furnishings stores.....	61	68	-10	54	58	-7	4.1	4.0
Women's ready-to-wear stores.....	127	116	+9	118	108	+9	9.2	10.1
Shoe stores.....	188	182	+3	162	155	+5	5.1	5.2
Furniture and appliance group.....	176	165	+7	112	110	+2	9.3	8.9
Furniture stores.....	54	54	0	40	37	+8	6.9	7.3
Lumber, building, hardware, farm equipment group.....	275	261	+5	246	234	+5	4.8	4.0
Lumber yards, building materials dealers ³	186	177	+5	175	167	+5	4.2	4.1
Lumber yards.....	122	121	+1	117	117	0	4.1	3.7
Tire, battery, accessory dealers.....	195	178	+10	161	148	+9	5.4	5.4
Drug and proprietary stores.....	196	174	+13	137	122	+12	8.0	8.3
Liquor stores.....	164	163	+1	83	81	+2	13.0	13.1

NA Not available.

¹ Warehouse inventories of Group II organizations are excluded from table 7.

² See Sample Design, Group II organizations, page 17.

³ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Note: All kinds of business, total, and group totals include kinds of business not shown separately.

Table 9. ESTIMATED SALES AND YEAR-END MERCHANDISE INVENTORIES OF RETAIL STORES OF ORGANIZATIONS OPERATING 4 OR MORE RETAIL STORES: 1958
United States, by Kind of Business
(Millions of dollars)

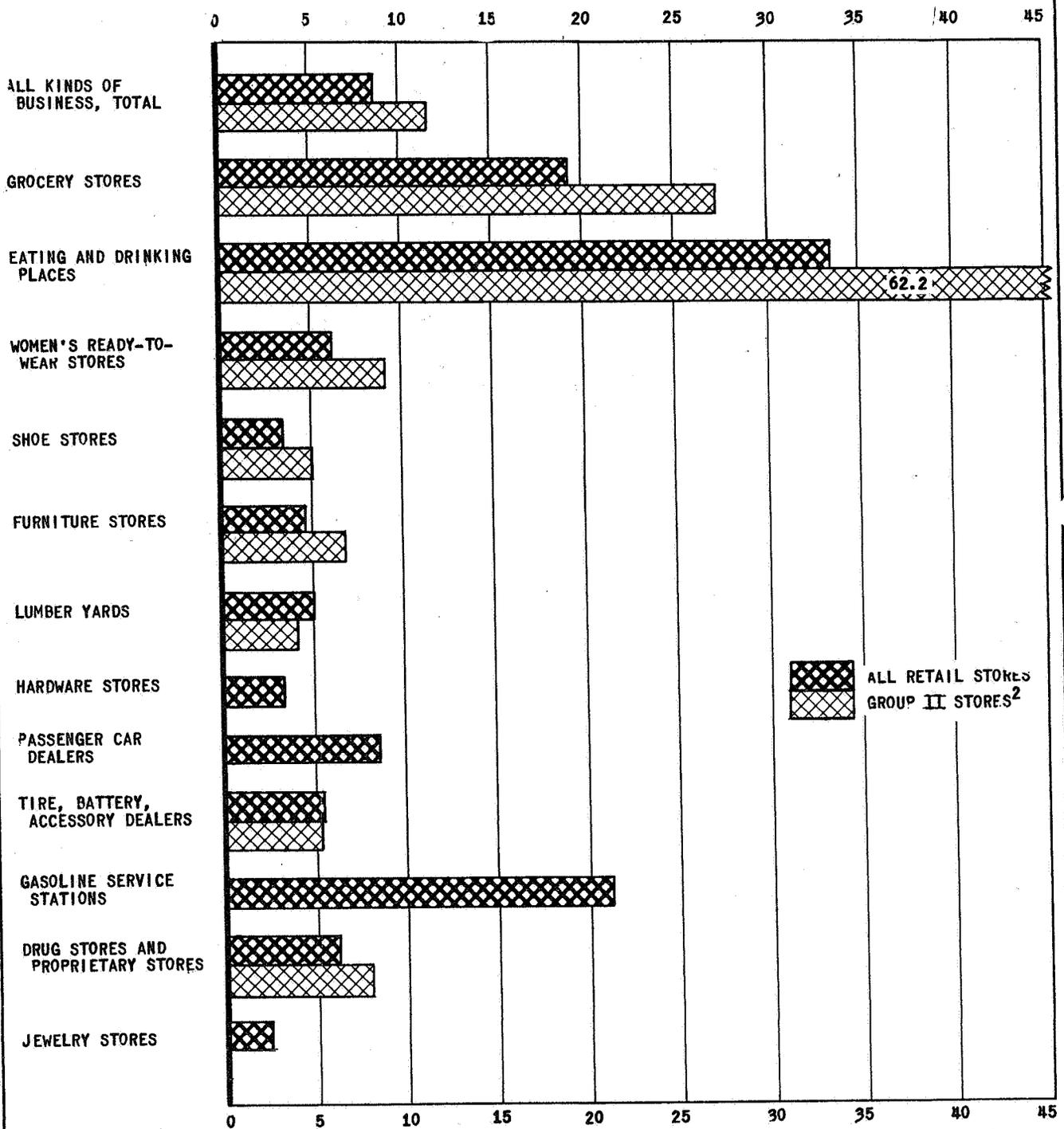
Kind of business	Annual sales 1958	Merchandise inventories (at cost)		Kind of business	Annual sales 1958	Merchandise inventories (at cost)	
		Dec. 31, 1958	Percent change ¹ , 1958 from 1957			Dec. 31, 1958	Percent change ¹ , 1958 from 1957
All kinds of business, total.....	51,067	4,910	+4	General merchandise group.....	14,470	2,037	+3
Food group.....	21,170	812	+11	Department stores and dry goods, general merchandise stores.....	10,000	1,349	+1
Grocery stores.....	20,069	780	+13	Department stores.....	8,637	1,138	+1
Eating and drinking places.....	1,206	17	+6	Drug and proprietary stores.....	1,331	162	+12

¹ Percent change in year-end inventories for stores of firms having 4 or more retail stores as of December 31, 1958.

Note: All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 19.

FIG. 8.--SALES-INVENTORY RATIOS: 1958
ALL RETAIL STORES AND GROUP II STORES BY SELECTED KINDS OF BUSINESS

(Annual Turnover: 1958 Sales divided by year-end inventories, at cost)¹



¹Data based on establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year. Ratios exclude warehouse inventories of Group II stores.

²Retail stores of organizations operating 11 or more retail stores.

SAMPLE DESIGN AND RELIABILITY OF THE DATA

Sample Design

The sample that is used for the Annual Retail Trade Report is essentially the same probability sample used by the Bureau of the Census to produce monthly estimates of sales of retail stores which are published in the Monthly Retail Trade Report. The 1958 annual sample consists of the following components:

A. Group II firms--Organizations which, in the 1954 Census of Business, were reported as operating 11 or more retail stores in the United States. All of these large organizations are included in the sample. Group II organizations generally provided one report for all of their retail stores. For those Group II firms with retail stores in more than one kind of business, the reported figures were prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1954 Census of Business. The procedure followed in the 1957 Annual Retail Trade Report in effecting this adjustment, for the statistics on accounts receivable and merchandise inventories, differed somewhat from that used in the 1958 report. The 1957 Group II statistics on these subjects were recalculated on a basis comparable to the method used in 1958, and these revised figures are shown in this report. However, the corresponding statistics for 1956 and prior years, which are also affected by this change in procedure, have not been revised on a comparable basis.

B. Group I stores--Selected stores of organizations which, in the 1954 Census of Business, were units of organizations operating 1 to 10 retail stores. Stores selected for this portion of the sample are located within 230 Census Sample Areas¹. These Census Sample Areas generally consist of combinations of two or three counties and were chosen randomly (with known probability of selection), one from each of 230 primary strata. Within these 230 Census Sample Areas, the sample consists of:

1. "Large" Group I stores, those stores whose annual sales in 1954 exceeded a designated amount varying by kind of business and Census Sample Area. All of the Group I "large" stores are included in the Bureau's monthly sales survey as well as the annual survey.

2. Group I stores other than the "large" stores described in 1 above ("small" stores and new stores regardless of size) are represented by stores located in a subsample of land segments within the Census Sample Areas. These land segments were selected with known probability and designated in 12 panels so that, in general, a different group of land segments is personally enumerated each month of the year for purposes

¹ Group I stores with sales of \$5 million or more in 1954 are an exception, such establishments being included in the sample, regardless of location.

of the monthly report. The stores located in 3 of these panels (the November, December and January panels) were included in the Annual Survey. In addition, "Special" area segment stores are included in both the Annual Survey and the Monthly Retail Trade Report regardless of which of the 12 monthly panels they originally fell into--on the basis of either of the following criteria: (a) if their 1954 sales exceeded criteria ranging from \$150,000 to \$300,000 by kind of business, (b) if their monthly sales between June 1957 and May 1958 exceeded criteria ranging from \$11,800 to \$39,400, by month and kind of business.

APPROXIMATE NUMBER OF RETAIL STORES IN THE
1958 ANNUAL RETAIL TRADE SAMPLE

Total	Group II stores	Group I stores		
		"Large" stores	"Special" area segment stores	"Small" stores
122,000	87,000	6,000	6,000	23,000

Sample Revision

The Monthly Retail Trade Sample was revised effective with data for the month of April 1957. Consequently, the 1957 and 1958 Annual Retail Trade Sample, which is based on the monthly sample, differs from the sample used in prior annual surveys. (For a complete discussion of the sample revision, refer to the 1957 Annual Retail Trade Report and to the Monthly Retail Trade Report for December 1958.)

Because of the panel revision in April 1957, it was necessary to compute the 1957 regional sales of Group I stores on a different basis than for 1958. Therefore, the regional sales estimates for all retail stores (Group I and Group II combined) shown in this report for 1958 are not comparable with the regional statistics published in the 1957 Annual Retail Trade Report.

Reliability of the data

Because the estimates obtained are based on a sample, exact agreement is not expected with the results that would be obtained from a complete Census of retail stores in which the same enumeration procedure is used. However, because every retail store in the United States has had a chance of being selected for the sample, and because the probability of selection for each store in the sample is known, it is possible to approximate the sampling variability of the estimates made from the sample.

Approximate measures of the differences which may exist because of sampling for the 1958 estimates are shown in tables 10 to 14. Measures of sampling variability for sales-inventory ratios of retail stores have not been computed, but, in general, are expected to be less than those for merchandise inventory dollar volume estimates.

The measures of sampling variability shown are at the one sigma level. At this level, the chances are two out of three that the 1958 amounts estimated in this survey would differ from the results of a complete Census using the same enumeration procedure, by less than the percentage shown. Although certain data not expressly shown in this publication may be derived by subtraction, it should be pointed out they

are subject to higher sampling variabilities and should not be used in making comparisons.

Measures of sampling variability shown in this report do not include biases which might arise from differences of response or nonreporting. However, the nonreporting bias is probably small since imputation because of nonresponse amounted to only 5 to 10 percent of the United States totals shown here.

Table 10. SAMPLING VARIABILITY FOR DOLLAR VOLUME SALES ESTIMATES OF ALL RETAIL STORES*

Kind of business	Sampling variability (percent)					Kind of business	Sampling variability (percent)				
	United States	North-east	North Central	South	West		United States	North-east	North Central	South	West
All kinds of business, total.....	1	2	1	2	3	Furniture and appliance group.....	3	6	5	4	5
Durable-goods stores, total.....	2	3	3	3	5	Furniture, home furnishings stores.....	3	6	6	5	8
Nondurable-goods stores, total.....	1	1	1	2	2	Furniture stores.....	4	8	7	6	9
Food group.....	1	2	2	2	4	Household appliance, TV, radio stores...	4	11	5	7	8
Grocery stores.....	1	2	2	2	4	Lumber, building, hardware, farm equipment group.....	3	5	4	5	7
Eating and drinking places.....	2	2	2	2	5	Lumber yards, building materials dealers	3	8	4	6	7
Eating places.....	3	5	3	5	5	Lumber yards.....	4	9	6	8	10
General merchandise group.....	1	1	1	3	4	Hardware stores.....	4	7	6	8	13
Department stores and dry goods, general merchandise stores.....	1	1	2	4	5	Automotive group.....	3	4	4	4	9
Department stores.....	2	1	2	3	5	Passenger car dealers (franchised).....	3	5	4	4	10
Variety stores.....	2	2	2	3	5	Gasoline service stations.....	2	3	3	3	5
Mail order (department store merchandise)	(1)	(1)	(1)	(1)	(1)	Other retail stores.....	3	3	4	8	4
Apparel group.....	3	6	4	5	6	Drug and proprietary stores.....	2	5	4	4	6
Women's ready-to-wear stores.....	3	5	2	7	8	Liquor stores.....	3	6	6	8	7
Shoe stores.....	4	7	7	7	6						

*See footnotes at end of table 14.

Table 11. SAMPLING VARIABILITIES FOR SALES OF RETAIL STORES, BY CASH-CREDIT TYPE* (Percent)

Kind of business	Total	Type of sale				Kind of business	Total	Type of sale			
		On cash basis	On credit extended by retail firms		On cash basis			On credit extended by retail firms			
			Charge account	Installment account				Charge account	Installment account		
All kinds of business, total.....	1	1	2	1	Furniture and appliance group.....	3	4	5	2		
Durable-goods stores, total.....	2	2	2	1	Furniture, home furnishings stores.....	3	6	6	5		
Nondurable-goods stores, total.....	1	1	2	2	Furniture stores.....	4	5	7	6		
Food group.....	1	1	5	-	Household appliance, TV, radio stores...	4	6	7	6		
Eating and drinking places.....	2	2	11	-	Household appliance dealers.....	4	7	4	5		
General merchandise group.....	1	1	3	1	Lumber, building, hardware, farm equipment group.....	3	4	4	10		
Department stores and dry goods, general merchandise stores.....	1	1	3	1	Lumber yards, building materials dealers	3	6	3	-		
Department stores.....	1	2	4	2	Hardware stores.....	4	4	8	7		
Mail order (department store merchandise)	(1)	(1)	(1)	(1)	Automotive group.....	3	3	4	1		
Apparel group.....	3	1	3	8	Passenger car dealers.....	3	3	4	2		
Men's, boys' clothing, furnishings stores	5	5	8	15	Passenger car dealers (franchised).....	3	3	5	1		
Women's ready-to-wear stores.....	4	6	4	12	Tire, battery, accessory dealers.....	3	6	7	6		
					Gasoline service stations.....	2	2	4	-		
					Other retail stores.....	3	2	7	7		
					Drug and proprietary stores.....	2	2	7	-		
					Jewelry stores.....	3	6	11	10		

*See footnotes at end of table 14.

Table 12. SAMPLING VARIABILITY FOR ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES*

Kind of business	Sampling variability (percent)						Kind of business	Sampling variability (percent)					
	Dollar volume estimates			Year-to-year change				Dollar volume estimates			Year-to-year change		
	Total	Charge accounts	Installments	Total	Charge accounts	Installments		Total	Charge accounts	Installments	Total	Charge accounts	Installments
All kinds of business, total.....	1	2	2	1	1	2	Furniture and appliance group	4	5	6	3	5	5
Durable-goods stores, total	2	-	-	NA	NA	NA	Furniture, home furnishings stores.....	4	-	-	4	-	-
Nondurable-goods stores, total.....	2	-	-	NA	NA	NA	Furniture stores.....	5	-	-	3	-	-
Food group.....	5	5	10	4	4	19	Lumber, building, hardware, farm equipment group.....	4	4	-	2	3	8
Eating and drinking places.....	10	10	-	7	13	-	Lumber yards, building materials dealers.....	4	-	-	3	-	-
General merchandise group.....	2	2	2	1	3	1	Lumber yards.....	4	-	-	NA	NA	NA
Dept. stores and dry goods, general merchandise stores..	2	2	2	2	4	6	Hardware stores.....	8	-	-	4	-	-
Department stores.....	2	2	2	2	4	6	Automotive group.....	3	3	7	5	2	6
Mail order (department store merchandise).....	(1)	(1)	(1)	(1)	(1)	(1)	Passenger car dealers.....	4	-	-	4	-	-
Apparel group.....	4	4	9	1	3	1	Passenger car dealers (franchised).....	4	-	-	5	-	-
Men's, boys' clothing, furnishings stores.....	7	-	-	4	-	-	Tire, battery, accessory dealers.....	5	-	-	4	-	-
Women's ready-to-wear stores.....	4	-	-	4	-	-	Gasoline service stations....	5	-	-	3	-	-
							Other retail stores.....	4	-	-	3	-	-
							Drug and proprietary stores	8	-	-	5	-	-
							Jewelry stores.....	10	-	-	6	-	-

*See footnotes at end of table 14.

Table 13. SAMPLING VARIABILITY FOR MERCHANDISE INVENTORY ESTIMATES OF RETAIL STORES*

Kind of business	Sampling variability (percent)		Kind of business	Sampling variability (percent)	
	All retail stores			All retail stores	
	Dollar volume estimate	Year-to-year change		Dollar volume estimate	Year-to-year change
All kinds of business, total.....	1	1	Furniture and appliance group.....	3	2
Durable-goods stores, total.....	2	NA	Furniture, home furnishings stores.....	4	3
Nondurable-goods stores, total.....	3	NA	Furniture stores.....	4	4
Food group.....	2	2	Household appliance, TV, radio stores.....	5	4
Grocery stores.....	2	2	Household appliance dealers.....	6	4
Eating and drinking places.....	4	4	Lumber, building, hardware, farm equipment group.....	3	2
General merchandise group.....	2	2	Lumber yards, building materials dealers.....	4	4
Department stores and dry goods, general merchandise stores.....	2	2	Lumber yards.....	4	4
Department stores.....	2	2	Hardware stores.....	5	3
Variety stores.....	1	1	Farm equipment dealers.....	8	4
Mail order (department store merchandise).....	(1)	(1)	Automotive group.....	3	4
Apparel group.....	3	2	Passenger car dealers.....	3	3
Men's, boys' clothing, furnishings stores.....	6	4	Passenger car dealers (franchised).....	3	2
Women's ready-to-wear stores.....	5	3	Tire, battery, accessory dealers.....	5	4
Shoe stores.....	5	3	Gasoline service stations.....	3	3
			Other retail stores.....	2	2
			Drug and proprietary stores.....	3	2
			Liquor stores.....	5	2
			Jewelry stores.....	6	4

*See footnotes at end of table 14.

Table 14. SAMPLING VARIABILITY FOR MERCHANDISE INVENTORY ESTIMATES OF ORGANIZATIONS OPERATING 4 OR MORE RETAIL STORES

Kind of business	Sampling variability (percent)
All kinds of business, total.....	1
Food group.....	2
Grocery stores.....	2
Eating and drinking places.....	4
General merchandise group.....	1
Department stores and dry goods, general merchandise stores.....	2
Department stores.....	2
Drug and proprietary stores.....	4

Data on retail stores of organizations operating 11 or more retail stores are not based on a sample and are therefore not subject to sampling variability. NA Not available.

¹ Sampling variability is very low because a large part of the estimate is accounted for by Group II firms, which are included on a certainty rather than a sample basis and are therefore not subject to sampling variability.

EXPLANATION OF TERMS

Retail trade

Includes those establishments primarily engaged in selling merchandise for personal, household, or farm consumption.

Some of the important characteristics of retail trade establishments are: The establishment is a recognizable place of business and is engaged in activities to attract the general public to buy; the establishment buys or receives merchandise as well as sells; the establishment renders services or processes only incidental or subordinate to selling; the establishment is considered retail by the trade. Not all of these characteristics need be present, and some are modified by trade practice. Excluded from retail trade are peddlers and itinerant vendors without an established place of business. Also excluded are places of business operated by institutions and open only to their own members or personnel, such as school cafeterias, cafeterias operated by industrial plants for their employees, and establishments operated by agencies of the Federal Government on military posts, at hospitals, etc. However, liquor stores operated by States, counties, and municipalities are included.

Retail stores

Separate places of business primarily engaged in selling merchandise at retail.

In addition to those kinds of business readily recognizable as retail stores, such as grocery stores and drug stores, the term retail stores also includes eating and drinking places, gasoline service stations, lumber yards, coal yards, mail-order houses, establishments from which direct selling (house-to-house) is conducted, and establishments which sell merchandise through coin-operated vending machines. Stores with annual sales less than \$500 during the year 1958 were excluded from the tabulations for this report.

Sales

Total receipts from customers during the year after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales taxes and excise taxes are included in the sales data.

The sales figures represent total sales and receipts of all establishments primarily engaged in retail trade. They do not include sales at retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Sales by type

Sales made for cash or credit.

Total annual sales are shown by (1) the amount for which the retail firms received cash (including sales on credit where the credit, though it may have been handled through the retail outlet, was actually extended by other organizations, such as banks, finance

companies, etc., and where consequently the retailer received cash as a result of the sale), and (2) the amount sold on credit actually extended by the retail firm, further distributed as follows:

Charge account sales--sales on accounts on which full payment is scheduled to be made at the end of the customary billing period.

Installment account sales--sales on accounts on which payment is scheduled to be paid in two or more payments. This includes such plans as "budget", "revolving credit", "coupon" plans, etc.

Accounts receivable

Balances of credit sales due retail stores from customers.

These data refer to receivables outstanding as of the end of the year. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer credit paper sold to financial institutions and collection agencies is not included.

Charge account receivables--receivables outstanding for which full payment was scheduled to be made at the end of the customary billing period.

Installment account receivables--receivables outstanding for which payment was scheduled to be paid in two or more parts.

Merchandise inventories

Stocks of goods (valued at cost) held for sale through retail stores. Merchandise inventories of organizations operating 11 or more retail stores are shown for stores and combined for stores and warehouses. Included are only those warehouses which maintain a supply of merchandise primarily intended for distribution to retail stores within the organization.

Merchandise inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale. Inventories were reported as of the close of the calendar years, except for some businesses which used a fiscal year rather than the calendar for accounting purposes. Data so reported have been accepted and included in the tabulations without adjustment.

Sales-inventory ratio

The relationship of annual sales to December 31 inventories, derived by dividing annual sales by the cost value of year-end inventories.

This sales-inventory ratio is based on data for those stores in operation throughout the full year only, except for the ratios for organizations with 11 or more stores which are derived from annual sales figures containing sales of some stores not in operation the full year. Ratios for organizations with 11 or more stores are based on store inventories only and do not include warehouse inventories.

ANNUAL RETAIL TRADE SURVEY KIND-OF-BUSINESS CLASSIFICATION AND CORRESPONDING Page 21
STANDARD INDUSTRIAL CLASSIFICATION (SIC) CODES

Annual retail trade survey kind-of-business classification	Corresponding 1957 SIC code
Food group.....	54
Grocery stores.....	541, excluding delicatessens
Eating and drinking places.....	58
Eating places.....	5812
General merchandise group.....	53 (See note below.)
Department stores and dry goods, general	
merchandise stores.....	531 and 5392
Department stores.....	531
Variety stores.....	533
Mail order (department store merchandise).....	5322
Apparel group.....	56
Men's, boys' clothing and furnishings stores...	561
Women's ready-to-wear stores.....	562
Shoe stores.....	566
Furniture and appliance group.....	57, excluding 5733 (music stores)
Furniture, home furnishings stores.....	but including 5932 (antique stores)
Furniture stores.....	571
Furniture stores.....	5712
Household appliance, TV, radio stores.....	572 and 5732
Household appliance dealers.....	572
Lumber, building, hardware, farm equipment group.	52
Lumber yards, building materials dealers.....	521, 522, 523, 524
Lumber yards.....	5211
Hardware stores.....	5251
Farm equipment dealers.....	5252
Automotive group.....	55, excluding 554 (gasoline service
Passenger car dealers.....	stations)
Passenger car dealers (franchised).....	551 and 552
Tire, battery, accessory dealers.....	551
Gasoline service stations.....	553
Gasoline service stations.....	554
Other retail stores.....	59, excluding 5932 (antique stores)
Drug and proprietary stores.....	but including 5733 (music stores)
Liquor stores.....	591
Jewelry stores.....	592 and part of 92 and 93 (liquor
Jewelry stores.....	stores operated by State and local
Jewelry stores.....	governments)
Jewelry stores.....	597

Note: In the Standard Industrial Classification Manual, nonstore establishments, such as mail-order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations are all included in the general merchandise group. In the Annual Retail Trade Survey, such establishments are classified with store-type establishments on the basis of the commodities sold. On this basis, mail-order houses (department store merchandise) are included in the general merchandise group, but other nonstore establishments are classified in other kind-of-business groups in the Annual Retail Trade Survey.

CENSUS REGIONS AND DIVISIONS

NORTHEAST REGION	NORTH CENTRAL REGION	SOUTH REGION	WEST REGION
<p><u>New England Division</u> Maine New Hampshire Vermont Massachusetts Rhode Island Connecticut</p> <p><u>Middle Atlantic Division</u> New York New Jersey Pennsylvania</p>	<p><u>East North Central Div.</u> Ohio Indiana Illinois Michigan Wisconsin</p> <p><u>West North Central Div.</u> Minnesota Iowa Missouri North Dakota South Dakota Nebraska Kansas</p>	<p><u>South Atlantic Division</u> Delaware Maryland District of Columbia Virginia West Virginia North Carolina South Carolina Georgia Florida</p> <p><u>East South Central Div.</u> Kentucky Tennessee Alabama Mississippi</p> <p><u>West South Central Div.</u> Arkansas Louisiana Oklahoma Texas</p>	<p><u>Mountain Division</u> Montana Idaho Wyoming Colorado New Mexico Arizona Utah Nevada</p> <p><u>Pacific Division</u> Washington Oregon California</p>

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