

1961

RETAIL TRADE ANNUAL REPORT

- **SALES**
- **MERCHANDISE INVENTORIES**
- **ACCOUNTS RECEIVABLE**

**U.S. DEPARTMENT
OF COMMERCE**

Luther H. Hodges, Secretary



BUREAU OF THE CENSUS

Richard M. Scammon, Director

Distribution of Sales by Region

Sales of retail stores in the United States totaled almost \$219 billion in 1961, virtually unchanged from 1960. The North Central Region accounted for approximately \$64 billion, or 29 percent, of the total national retail sales in 1961; the South and Northeast Regions, each almost \$58 billion (26%); and the West \$40 billion (18%). A sales gain of 3 percent was shown in the West Region in 1961, in a year-to-year comparison; the South showed a 1 percent increase. There was no change recorded in the Northeast, and in the North Central Region there was a sales decrease amounting to 4 percent.

In total, 1961 sales of nondurable-goods stores were up 2 percent, but sales of durable-goods stores showed a decrease of 5 percent from the previous year. Except for the North Central Region where sales of nondurable-goods stores were off by 1 percent, all Regions showed gains, amounting to 4 percent, 3 percent, and 2 percent in the West, South, and Northeast, respectively. By Region, the sales decrease for durable-goods stores was most pronounced in the North Central Region where sales were off 11 percent; the Northeast was off 5 percent; and the South, 3 percent. The West Region, however, recorded a year-to-year increase of 3 percent.

Per capita retail sales in the United States in 1961 amounted to \$1,208 compared with \$1,232 in 1960, a decline of 2 percent. In the West, however, per capita sales of \$1,391 in 1961, 15 percent higher than the National average, represented a slight (1%) rise over 1960. Both the Northeast and the North Central Regions had higher per capita sales than the National average, \$1,274 and \$1,222, respectively, in 1961. In the South retail sales per person amounted to \$1,046.

Sales of food stores in the United States amounted to \$306 per capita in 1961, compared with \$302 in

1960. In the Northeast Region food store sales were \$348 per capita this year and in the West, \$347, each approximately 13 percent higher than the National average. Food store sales per person were \$295 and \$261 in the North Central and South, respectively. Automotive dealers took the next largest amount of retail sales, but the \$204 per capita in 1961 was a decrease of 8 percent from the \$222 in 1960. Except in the West where the per capita average was \$261 compared with \$257 in 1960, automotive sales per person showed a decrease in 1961 compared with 1960--in the Northeast, \$185 vs. \$205; the North Central, \$203 vs. \$237; and the South, \$190 vs. \$203.

Sales of Multiunit Organizations by Regions

Stores of organizations operating 11 or more retail stores registered a sales increase of 4 percent in 1961 compared with 1960 in total for all kinds of business. Nondurable-goods stores and durable-goods stores were up 4 percent and 1 percent, respectively. The increases in total sales were spread across the country, with the West showing 5 percent higher sales in 1961; the South, 4 percent; and the Northeast and North Central, each 3 percent. Food stores which accounted for 43 percent of the sales of these retail multiunit organizations were up 3 percent in the United States as a whole. In the West sales were up as much as 5 percent; the Northeast and South showed the same percentage increase as the United States (3%); and in the North Central Region sales were 2 percent higher than a year ago. Sales of the general merchandise group of stores were 31 percent of total sales of these multiunit organizations and showed an average sales increase of 5 percent with gains recorded in the West (7%), the North Central and the South Regions (each 5%) and the Northeast (4%).

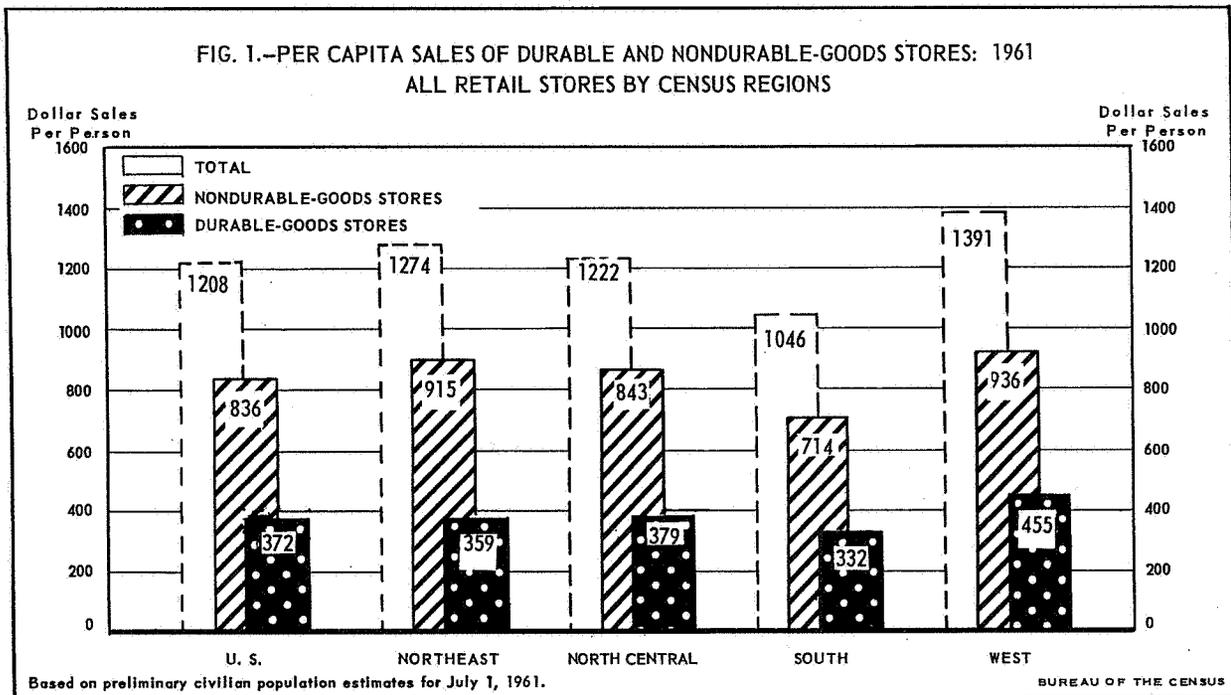


Table 1. ESTIMATED SALES OF ALL RETAIL STORES, UNITED STATES AND CENSUS REGIONS, BY KIND OF BUSINESS: 1961 AND 1960

(Millions of dollars)

Kind of business	United States			Northeast			North Central			South			West		
	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change
All kinds of business, total.....	218,511	219,529	0	57,639	57,547	0	63,805	66,629	-4	57,709	57,027	+1	39,658	38,326	+3
Durable-goods stores, total.....	167,296	70,733	-5	16,225	17,046	-5	19,783	22,272	-11	18,324	18,834	-3	12,964	12,581	+3
Nondurable-goods stores, total.....	151,515	148,796	+2	41,414	40,501	+2	44,022	44,357	-1	39,385	38,193	+3	26,694	25,745	+4
Food group.....	55,421	53,837	+3	15,727	15,236	+3	15,405	15,343	0	14,406	13,675	+5	9,883	9,583	+3
Grocery stores.....	49,910	48,339	+3	13,013	12,520	+4	14,005	13,873	+1	13,726	13,003	+6	9,166	8,943	+2
Eating and drinking places.....	16,403	16,096	+2	5,129	5,119	0	4,895	4,941	-1	3,404	3,203	+6	2,975	2,833	+5
Eating places.....	11,311	11,007	+3	3,601	3,555	+1	3,027	3,038	0	2,595	2,422	+7	2,088	1,992	+5
General merchandise group.....	24,907	24,007	+4	6,038	5,642	+7	7,639	7,250	+5	6,638	6,770	-2	4,592	4,345	+6
Dept. stores and dry goods, general merchandise stores...	17,708	16,994	+4	4,497	4,096	+10	5,278	5,149	+3	4,437	4,486	-1	3,496	3,263	+7
Department stores.....	14,554	13,942	+4	3,749	3,583	+5	4,535	4,448	+2	3,415	3,346	+2	2,855	2,565	+11
Variety stores.....	4,078	3,899	+5	1,127	1,088	+4	1,168	1,087	+7	1,185	1,166	+2	598	598	+7
Apparel group.....	13,730	13,708	0	4,679	4,715	-1	3,478	3,482	0	3,630	3,564	+2	1,943	1,947	0
Women's ready-to-wear stores..	4,566	4,677	-2	1,415	1,422	-1	1,206	1,286	-6	1,247	1,263	-1	698	706	-1
Shoe stores.....	2,418	2,450	-1	812	814	0	636	649	-2	582	610	-5	388	377	+3
Furniture and appliance group...	10,382	10,598	-2	3,265	3,224	+1	2,610	2,782	-6	2,652	2,718	-2	1,855	1,874	-1
Furniture, home furnishings stores.....	6,566	6,770	-3	1,799	1,896	-5	1,674	1,821	-8	1,832	1,841	0	1,261	1,212	+4
Furniture stores.....	4,833	5,058	-4	1,200	1,290	-7	1,257	1,411	-11	1,498	1,497	0	878	860	+2
Household appliance, TV, radio stores.....	3,816	3,828	0	(²)	(²)	-	936	961	-3	820	877	-7	594	662	-10
Lumber, building, hardware, farm equipment group.....	14,123	14,819	-5	2,833	3,008	-6	5,260	5,735	-8	3,724	3,690	+1	2,306	2,386	-3
Lumber yards, building materials dealers ³	8,399	8,618	-3	2,055	2,068	-1	2,813	3,085	-9	2,245	2,120	+6	1,286	1,345	-4
Lumber yards.....	5,408	5,557	-3	1,250	1,261	-1	1,964	2,095	-6	1,320	1,267	+4	874	934	-6
Hardware stores.....	2,552	2,693	-5	569	644	-12	956	1,023	-7	676	676	0	(²)	(²)	-
Automotive group.....	36,906	39,509	-7	8,384	9,127	-8	10,619	12,247	-13	10,457	11,023	-5	7,446	7,112	+5
Passenger car dealers (franchised).....	30,036	32,701	-8	7,195	7,881	-9	8,961	10,595	-15	8,081	8,666	-7	5,799	5,599	+4
Gasoline service stations.....	17,971	17,594	+2	3,360	3,343	+1	5,903	5,894	0	5,287	5,102	+4	3,421	3,255	+5
Other retail stores.....	28,969	29,361	-1	8,224	8,133	+1	7,997	8,955	-11	7,511	7,282	+3	5,237	4,991	+5
Drug and proprietary stores...	7,739	7,530	+3	1,750	1,687	+4	2,362	2,319	+2	2,055	2,048	0	1,572	1,476	+7
Liquor stores.....	4,904	4,880	0	1,616	1,625	-1	1,137	1,220	-7	1,298	1,244	+4	853	791	+8

¹ Revised.

² See Sample Design, page 15.

³ Not shown because of high sampling variability.

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 16. For States comprising the Census Regions, see page 20.

Table 2. PER CAPITA SALES OF SELECTED KINDS OF BUSINESS, ALL RETAIL STORES, UNITED STATES AND CENSUS REGIONS: 1961 AND 1960

¹Data for 1961 and 1960 based on preliminary civilian population estimates for July 1, 1961, and 1960, respectively. Amounts in dollars.²

Kind of business	United States			Northeast			North Central			South			West		
	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change
All kinds of business, total.....	1,208	1,232	-2	1,274	1,290	-1	1,222	1,292	-5	1,046	1,050	0	1,391	1,384	+1
Durable-goods stores, total.....	372	397	-6	359	382	-6	379	432	-12	332	347	-4	455	454	0
Nondurable-goods stores, total.....	836	835	0	915	908	+1	843	860	-2	714	703	+2	936	930	+1
Food group.....	306	302	+1	348	342	+2	295	298	-1	261	252	+4	347	346	0
Eating and drinking places.....	91	90	+1	113	115	-2	94	96	-2	62	59	+5	104	102	+2
General merchandise group.....	138	135	+2	133	126	+6	146	141	+4	120	125	-4	161	157	+3
Apparel group.....	76	77	-1	103	106	-3	67	68	-2	66	66	0	68	70	-3
Furniture and appliance group.....	57	59	-3	72	72	0	50	54	-7	48	50	-4	65	68	-4
Lumber, building, hardware, farm equipment group.	78	83	-6	63	67	-6	101	111	-9	67	68	-2	81	86	-6
Automotive group.....	204	222	-8	185	205	-10	203	237	-14	190	203	-6	261	257	+2
Gasoline service stations.....	99	99	0	74	75	-1	113	114	-1	96	94	+2	120	118	+2
Drug and proprietary stores.....	43	42	+2	39	38	+3	45	45	0	37	38	-3	55	53	+4

¹ See Sample Design, page 15.

Notes: All kinds of business, total, include kinds of business not shown separately. For States comprising the Census Regions, see page 20.

**FIG. 2.--PER CAPITA SALES OF SELECTED KINDS OF BUSINESS: 1961
ALL RETAIL STORES, UNITED STATES AND CENSUS REGIONS**

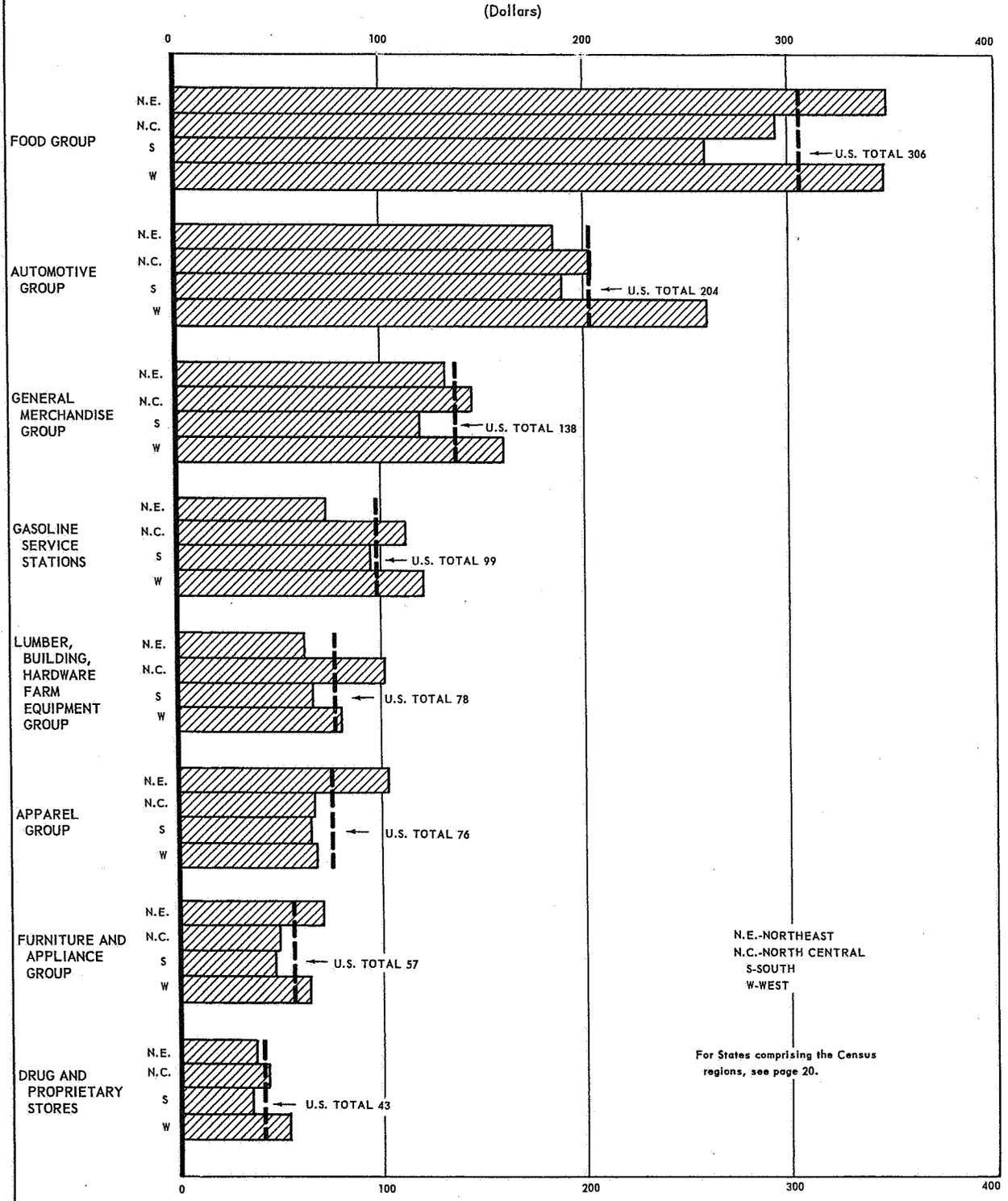


Table 3. ESTIMATED SALES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES
UNITED STATES AND CENSUS REGIONS, BY KIND OF BUSINESS: 1961 AND 1960

(Millions of dollars)

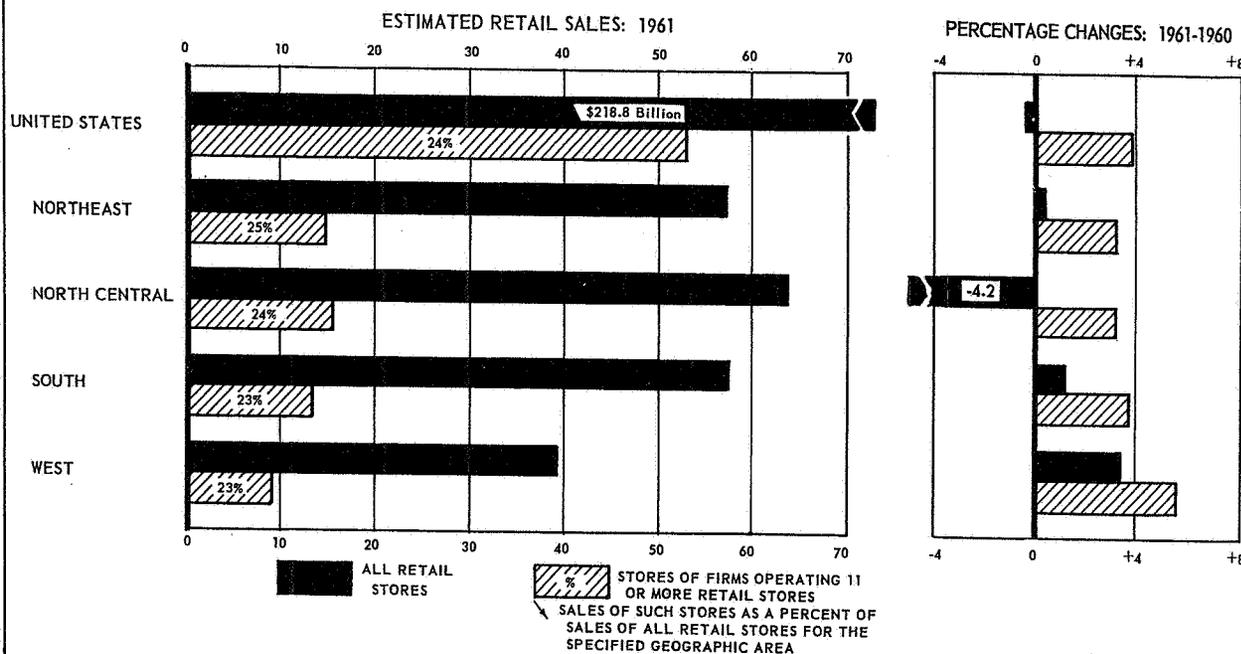
Kind of business	United States			Northeast			North Central			South			West		
	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change	1961	1960 ¹	Percent change
All kinds of business, total.....	52,531	50,681	+4	14,657	14,197	+3	15,372	14,899	+3	13,440	12,975	+4	9,062	8,610	+5
Durable-goods stores, total.....	4,013	3,985	+1	848	808	+5	1,325	1,346	-2	1,138	1,151	-1	702	680	+3
Nondurable-goods stores, total.....	48,518	46,696	+4	13,809	13,389	+3	14,047	13,553	+4	12,302	11,824	+4	8,360	7,930	+5
Food group.....	22,774	22,076	+3	7,203	6,993	+3	6,306	6,171	+2	5,691	5,514	+3	3,574	3,398	+5
Grocery stores.....	22,119	21,424	+3	6,923	6,706	+3	6,083	5,956	+2	5,596	5,420	+3	3,517	3,342	+5
Eating and drinking places.....	1,142	1,115	+2	483	465	+4	263	269	-2	287	273	+5	109	108	+1
General merchandise group.....	16,251	15,479	+5	4,006	3,840	+4	4,952	4,737	+5	4,188	3,987	+5	3,105	2,915	+7
Department stores and dry goods, general merchandise stores.....	11,372	10,769	+6	2,809	2,671	+5	3,434	3,252	+6	2,763	2,638	+5	2,366	2,208	+7
Department stores.....	9,876	9,376	+5	2,469	2,363	+4	3,032	2,860	+6	2,341	2,250	+4	2,034	1,903	+7
Variety stores.....	3,149	3,019	+4	922	912	+1	869	842	+3	936	869	+8	422	396	+7
Apparel group.....	3,568	3,514	+2	1,146	1,116	+3	1,001	1,000	0	858	858	0	563	540	+4
Women's ready-to-wear stores.....	1,308	1,278	+2	443	429	+3	349	334	+4	297	304	-2	219	211	+4
Shoe stores.....	1,031	1,026	0	340	333	+2	256	266	-4	239	239	0	196	188	+4
Furniture and appliance group.....	1,050	999	+5	365	336	+9	222	208	+7	286	287	0	177	168	+5
Tire, battery, accessory dealers.....	1,000	990	+1	169	168	+1	271	270	0	410	407	+1	150	145	+3
Drug and proprietary stores.....	1,527	1,452	+5	177	166	+7	543	527	+3	435	421	+3	372	338	+10
Liquor stores.....	1,108	1,086	+2	358	353	+1	250	248	+1	308	302	+2	192	183	+5

^x Revised.

¹ See Sample Design, page 15.

Notes: 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 20.

FIG. 3.--ESTIMATED SALES OF ALL RETAIL STORES AND ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES: 1961, UNITED STATES AND CENSUS REGIONS



Merchandise on Hand

The cost value of merchandise inventories in retail stores in the United States on December 31, 1961, was estimated at \$24.0 billion, 3 percent lower than inventories held at the close of 1960. Of this total, \$13.5 billion represented the value of stocks of non-durable-goods stores (up 2% from 1960) and \$10.5 billion, the stocks of durable-goods stores (down 8% from 1960).

Compared with the high level of inventories held by franchised passenger car dealers at the end of the last year, stocks on hand on December 31, 1961, were low--down 15 percent. End-of-year inventories of related trades showed small increases: gasoline service stations, 2 percent, and tire, battery, accessory stores, 1 percent.

Department stores reported a 9 percent increase in inventory holdings on December 31, 1961, compared with the same date a year ago, and the general merchandise group as a whole showed a 5 percent increase. Inventories of liquor stores were 4 percent higher at the close of 1961 than a year ago, and drug and proprietary stores reported an increase of 2 percent. Lumber and building materials dealers closed the year with inventories slightly lower than in 1960 (-1%); hardware stores, down 6 percent; household appliance, TV, radio stores, down 6 percent; and furniture stores, 9 percent below the 1960 year-end level.

In warehouses and stores of organizations operating 11 or more retail stores, merchandise held for sale on December 31, 1961, totaled \$6.1 billion at cost level, 8 percent over that held December 31, 1960. The general merchandise group, which accounted for slightly more than 40 percent of the total warehouse and store inventories of these organizations, showed a year-to-year gain of 9 percent; the food stores, which accounted for almost 24 percent, recorded a rise of 7 percent.

Sales-Inventory Ratios

Annual sales of all retail stores in 1961 were 9.1 times the cost value of year-end store inventories. Nondurable-goods stores showed a ratio of sales to year-end inventories to be 11.3 in 1961, unchanged from the ratio of the preceding two years. The ratio of sales to year-end inventories for durable-goods dealers rose from 6.0 in 1960 to 6.2 in 1961.

Passenger car dealers, whose stocks on hand at the close of 1961 were 15 percent lower than at the close of 1960, showed a sales-inventory ratio of 8.8 in 1961 compared with 8.1 the preceding year. Sales-inventory ratios showed little or no change from 1960 for grocery stores, 20.2 compared with 20.3; department stores, 7.7 compared with 7.9; women's ready-to-wear stores, 6.3 compared with 6.2; furniture stores, 5.0 compared with 4.8; shoe stores, 3.6 both years; and hardware stores, 3.3, both years.

FIG. 4.--MERCHANDISE INVENTORIES: END OF YEAR 1961
ALL RETAIL STORES BY MAJOR KIND-OF-BUSINESS GROUPS

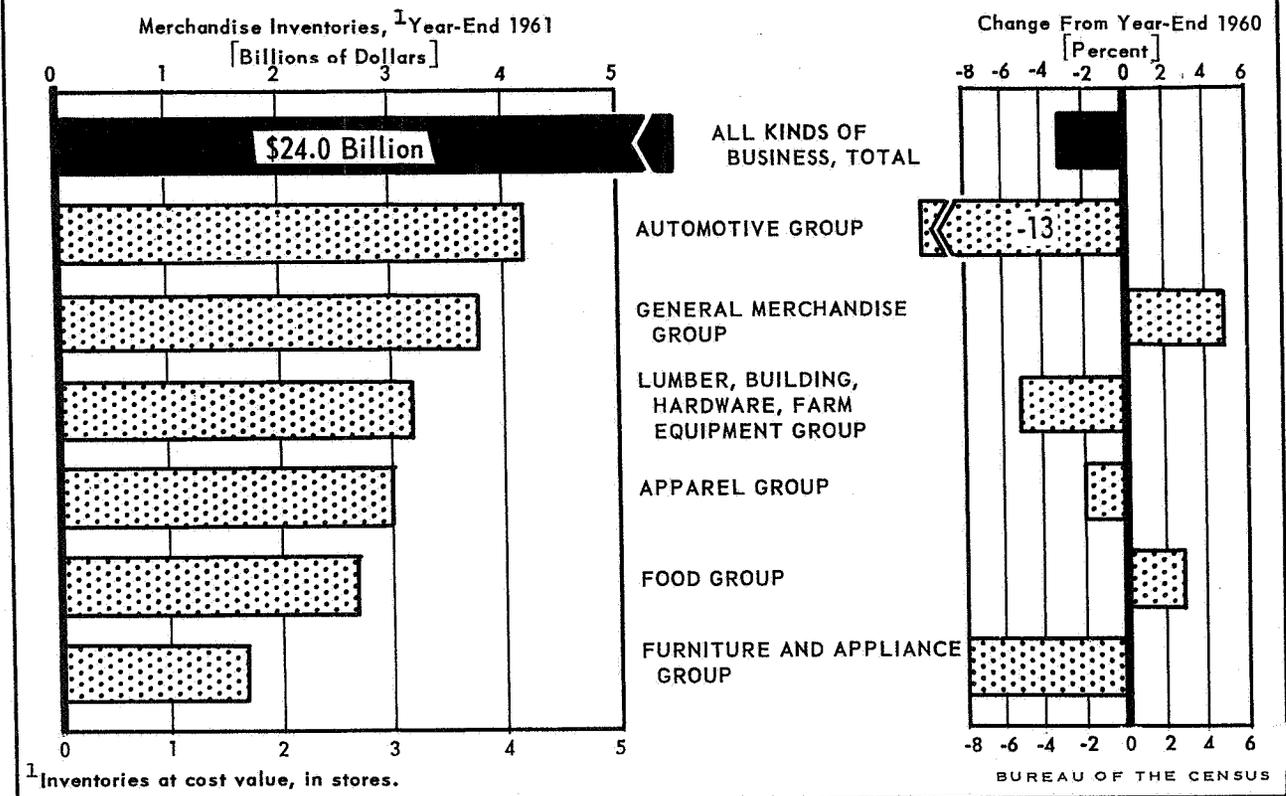


Table 4. MERCHANDISE INVENTORIES AND SALES-INVENTORY RATIOS OF ALL RETAIL STORES UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1961 AND 1960

(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	
	1961	1960	Percent change	1961	1960		1961	1960	Percent change	1961	1960
	All kinds of business, total.....	24,025	24,667	-3	9.1		8.9	Furniture and appliance group.....	1,689	1,834	-8
Durable-goods stores, total.....	10,534	11,458	-8	6.2	6.0	Furniture, home furnishings stores.....	1,167	1,276	-9	5.4	5.2
Nondurable-goods stores, total.....	13,491	13,209	+2	11.3	11.3	Furniture stores.....	915	1,004	-9	5.0	4.8
Food group.....	2,692	2,613	+3	21.3	21.5	Household appliance, TV, radio stores....	522	558	-6	6.7	6.4
Grocery stores.....	2,533	2,456	+3	20.2	20.3	Household appliance dealers.....	370	399	-7	7.2	7.0
Eating and drinking places.....	424	425	0	38.3	37.1	Lumber, building, hardware, farm equipment group.....	3,195	3,344	-5	4.4	4.4
General merchandise group.....	3,803	3,632	+5	6.7	6.7	Lumber yards, building materials dealers ²	1,454	1,467	-1	5.6	5.6
Department stores and dry goods, general merchandise stores.....	2,558	2,446	+5	7.0	7.1	Lumber yards.....	1,022	1,028	-1	5.2	5.3
Department stores.....	1,917	1,757	+9	7.7	7.9	Hardware stores.....	791	845	-6	3.3	3.3
Variety stores.....	759	721	+5	5.6	5.6	Farm equipment dealers.....	950	1,032	-8	3.6	3.4
Mail order (department store merchandise).....	276	249	+11	6.6	7.0	Automotive group.....	4,211	4,818	-13	8.3	7.8
Apparel group.....	3,026	3,094	-2	4.6	4.5	Passenger car dealers.....	3,538	4,114	-14	8.8	8.3
Men's, boys' clothing, furnishings stores.....	732	710	+3	3.4	3.4	Passenger car dealers (franchised).....	3,227	3,815	-15	8.8	8.1
Women's ready-to-wear stores.....	733	745	-2	6.3	6.2	Tire, battery, accessory dealers.....	442	438	+1	5.5	5.4
Shoe stores.....	657	679	-3	3.6	3.6	Gasoline service stations.....	775	761	+2	23.1	22.9
						Other retail stores.....	4,210	4,146	+2	7.4	7.4
						Drug and proprietary stores.....	1,290	1,264	+2	6.2	6.3
						Liquor stores.....	552	532	+4	9.5	9.5
						Jewelry stores.....	500	494	+1	2.5	2.6

¹ Based on only those establishments in business the full calendar year.² Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

Notes: Dollar volume 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 16.

Table 5. MERCHANDISE INVENTORIES AND SALES-INVENTORY RATIOS OF RETAIL STORES AND WAREHOUSES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1961 AND 1960

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, 1961 from 1960	December 31--		Percent change, 1961 from 1960	1961	1960 ²
	1961	1960 ²		1961	1960 ²			
All kinds of business, total.....	6,121	5,689	+8	4,768	4,420	+8	11.1	11.4
Durable-goods stores, total.....	842	800	+5	636	609	+4	6.4	6.5
Nondurable-goods stores, total.....	5,279	4,889	+8	4,132	3,811	+8	11.9	12.2
Food group.....	1,449	1,358	+7	893	823	+9	25.7	26.8
Grocery stores.....	1,425	1,335	+7	878	810	+8	25.4	26.5
Eating and drinking places.....	32	32	0	19	18	+6	64.7	64.6
General merchandise group.....	2,485	2,274	+9	2,221	2,016	+10	7.4	7.6
Department stores and dry goods, general merchandise stores.....	1,608	1,475	+9	1,432	1,295	+11	8.0	8.3
Department stores.....	1,380	1,264	+9	1,220	1,101	+11	8.2	8.5
Variety stores.....	584	513	+14	523	463	+13	6.2	6.4
Apparel group.....	670	646	+4	593	573	+3	6.0	6.0
Men's, boys' clothing, furnishings stores.....	99	100	-1	88	86	+2	4.3	4.2
Women's ready-to-wear stores.....	170	157	+8	155	146	+6	8.8	8.6
Shoe stores.....	235	231	+2	206	203	+1	4.9	5.0
Furniture and appliance group.....	184	181	+2	119	116	+3	9.6	9.4
Furniture stores.....	49	53	-8	40	43	-7	6.7	6.3
Lumber, building, hardware, farm equipment group.....	266	264	+1	235	233	+1	4.2	4.3
Lumber yards, building materials dealers ²	186	183	+2	175	172	+2	4.2	4.3
Lumber yards.....	133	132	+1	129	128	+1	4.2	4.2
Tire, battery, accessory dealers.....	270	244	+11	190	177	+7	5.2	5.5
Drug and proprietary stores.....	276	252	+10	209	191	+9	7.4	7.5
Liquor stores.....	165	164	+1	81	85	-5	14.2	13.5

¹ Warehouse inventories of Group II organizations are excluded from table 4.² See Sample Design, page 15.³ 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 6. ESTIMATED SALES AND YEAR-END MERCHANDISE INVENTORIES OF RETAIL STORES OF ORGANIZATIONS OPERATING 4 OR MORE RETAIL STORES, UNITED STATES, BY KIND OF BUSINESS: 1961

(Millions of dollars)

Kind of business	Annual sales		Merchandise inventories (at cost)		Kind of business	Annual sales		Merchandise inventories (at cost)	
	1961	Percent change, 1961 from 1960 ¹	Dec. 31, 1961	Percent change, 1961 from 1960		1961	Percent change, 1961 from 1960 ¹	Dec. 31, 1961	Percent change, 1961 from 1960
	All kinds of business, total..	61,521	+9	5,982		+8	General merchandise group.....	17,804	+8
Food group.....	25,341	+8	1,011	+10	Department stores and dry goods, general merchandise stores.....	12,435	+9	1,764	+12
Grocery stores.....	24,348	+8	979	+11	Department stores.....	10,702	+8	1,502	+12

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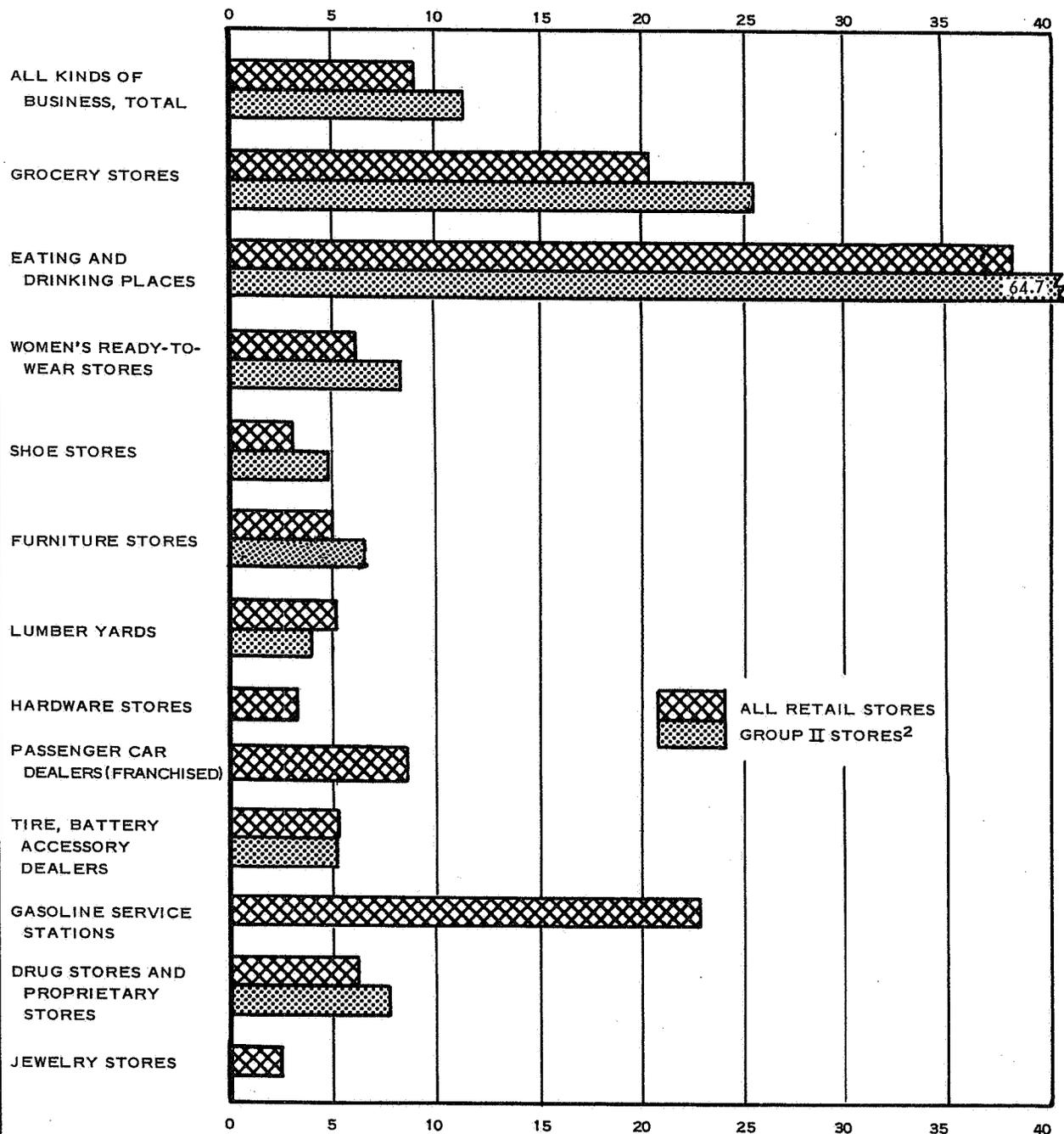
¹ See Sample Design, page 15.

Notes: All kinds of business, total, and group totals include kinds of business not shown separately. Measures of sampling variability are provided on page 17.

FIG. 5.—SALES-INVENTORY RATIOS: 1961

ALL RETAIL STORES AND GROUP II STORES BY SELECTED KINDS OF BUSINESS

(Annual Turnover: 1961 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.

ACCOUNTS RECEIVABLE

Retail stores in the United States reported a total of \$13.1 billion of accounts receivable balances owed to them by customers as of December 31, 1961, 1 percent more than the \$12.9 billion reported as of the same date a year ago. Credit balances on charge accounts and on installment accounts amounted to \$7.2 billion and \$5.9 billion, respectively, at the close of 1961, with both categories showing a year-to-year increase of 1 percent.

The data shown for accounts receivable balances in the report reflect only amounts owed to retail stores and do not include amounts 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 may 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 payments.

Department stores reported unpaid balances totaling \$2.8 billion at the end of 1961, 1 percent over 1960. Department store credit balances accounted for more than 21 percent of the total for all retail stores--more than was contributed by any other single kind of business. Within the general merchandise group, accounts receivable held by mail order establishments (department store merchandise) were up 16 percent over December 31, 1960, but their contribution to the total accounts receivable for all kinds of business was less than 6 percent. Apparel stores with \$1.1 billion showed no change from 1960. Receivables balances for nondurable-goods stores in

total amounted to \$7.2 billion, 5 percent more than the amount owed at the close of 1960.

Durable-goods stores in total recorded accounts receivable balances at the close of 1961 at \$5.9 billion, 3 percent less than the amount registered a year ago. Contributing to these figures were dealers in the furniture and appliance group, with \$2.0 billion, down 6 percent; the lumber and building materials group, \$1.7 billion, down 3 percent; and the automotive group, \$1.4 billion, down 4 percent.

Approximately 70 percent of the 1961 year-end credit balances due from customers of both general merchandise stores and furniture and appliance stores were on installment accounts. In contrast, the credit balances outstanding for the lumber, building, hardware, farm equipment group were 90 percent on charge accounts; and the apparel group, 75 percent, charge accounts. For the automotive group, about 55 percent were outstanding on charge accounts.

Stores of organizations operating 11 or more retail stores accounted for \$4.0 billion of total receivables at the end of 1961. This amount was 1 percent more than was held at the close of 1960. More than three-fourths of the credit balances owed by customers at the end of 1961 to stores of these organizations was on installment accounts, \$3.0 billion as compared with almost \$1.0 billion in charge accounts. General merchandise stores operated by organizations of 11 or more retail stores reported \$2.5 billion of accounts receivable balances, 8 percent more than on the same date a year earlier. This amount was 63 percent of the total 1961 receivables of these organizations in all kinds of business.

Table 7. ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1961 AND 1960
(Millions of dollars)

Kind of business	All retail stores			Kind of business	All retail stores		
	December 31--		Percent change, 1961 from 1960		December 31--		Percent change, 1961 from 1960
	1961	1960 ¹			1961	1960 ¹	
All kinds of business, total.....	13,053	12,937	+1	Furniture and appliance group.....	1,972	2,100	-6
Durable-goods stores, total.....	5,903	6,104	-3	Furniture, home furnishings stores.....	1,500	1,561	-4
Nondurable-goods stores, total.....	7,150	6,833	+5	Furniture stores.....	1,355	1,410	-4
Food group.....	373	359	+4	Household appliance, TV, radio stores.....	472	539	-12
Eating and drinking places.....	85	85	0	Household appliance stores.....	413	471	-12
General merchandise group.....	3,965	3,732	+6	Lumber, building, hardware, farm equipment group..	1,678	1,728	-3
Department stores and dry goods, general merchandise stores.....	3,087	2,939	+5	Lumber yards, building materials dealers ²	1,216	1,179	+3
Department stores.....	2,794	2,765	+1	Lumber yards.....	895	841	+6
Mail order (department store merchandise).....	717	620	+16	Automotive group.....	1,401	1,454	-4
Apparel group.....	1,107	1,108	0	Passenger car dealers.....	946	1,022	-7
Women's ready-to-wear stores.....	469	491	-4	Passenger car dealers (franchised).....	863	902	-4
				Tire, battery, accessory dealers.....	417	412	+1
				Gasoline service stations.....	422	425	-1
				Other retail stores.....	2,050	1,946	+5

¹ See Sample Design, page 15.

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. Measures of sampling variability are provided on page 17.

FIG. 6.--TOTAL ACCOUNTS RECEIVABLE: END OF YEAR 1961 AND 1960
ALL RETAIL STORES BY SELECTED KIND OF BUSINESS

(Billions of Dollars)

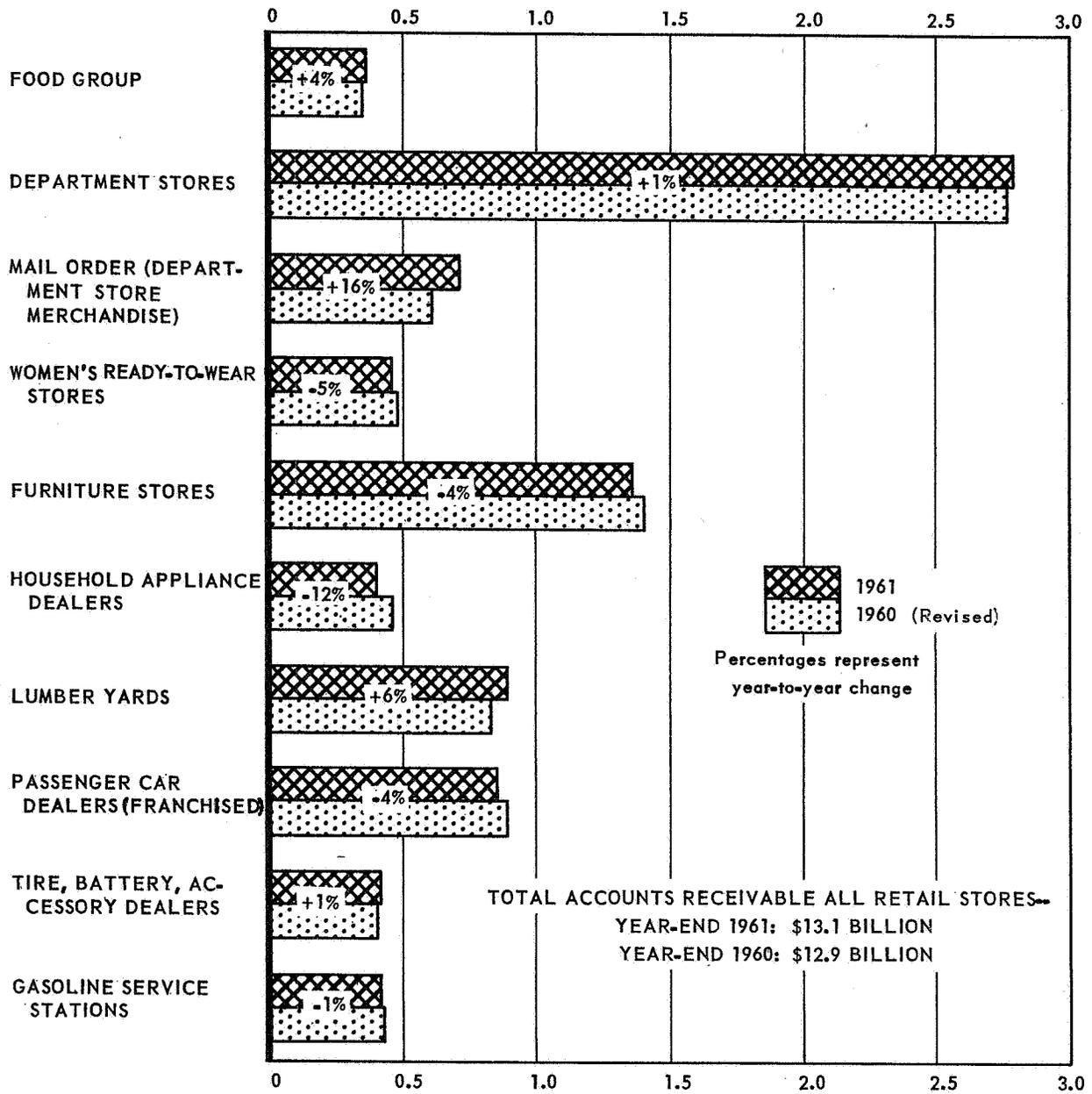


Table 8. ACCOUNTS RECEIVABLE OF ALL RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS
UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1961 AND 1960

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1961 from 1960	December 31--		Percent change, 1961 from 1960	December 31--		Percent change, 1961 from 1960
	1961	1960 ¹		1961	1960 ¹		1961	1960 ¹	
All kinds of business, total.....	13,053	12,937	+1	7,161	7,122	+1	5,892	5,815	+1
Durable-goods stores, total.....	5,903	6,104	-3	3,149	3,164	-1	2,754	2,940	-6
Nondurable-goods stores, total.....	7,150	6,833	+5	4,012	3,958	+1	3,138	2,875	+9
Food group.....	373	359	+4	354	347	+2	(²)	(²)	(²)
General merchandise group.....	3,965	3,732	+6	1,188	1,196	-1	2,777	2,536	+10
Department stores and dry goods, general merchandise stores.....	3,087	2,939	+5	1,088	1,100	-1	1,999	1,839	+9
Department stores.....	2,794	2,765	+1	984	1,007	-2	1,810	1,758	+3
Apparel group.....	1,107	1,108	0	832	849	-2	275	259	+6
Furniture and appliance group.....	1,972	2,100	-6	609	618	-2	1,363	1,482	-8
Lumber, building, hardware, farm equipment group.....	1,678	1,728	-3	1,505	1,459	+3	173	269	-36
Automotive group.....	1,401	1,454	-4	766	793	-3	635	661	-4

¹ See Sample Design, page 15.

² Not shown because of high sampling variability.

Notes: All kinds of business, total, and group totals include kinds of businesses not shown separately. Measures of sampling variability are provided on page 17.

Table 9. ACCOUNTS RECEIVABLE OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES, BY CHARGE AND INSTALLMENT ACCOUNTS
UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1961 AND 1960

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1961 from 1960	December 31--		Percent change, 1961 from 1960	December 31--		Percent change, 1961 from 1960
	1961	1960 ¹		1961	1960 ¹		1961	1960 ¹	
All kinds of business, total.....	4,015	3,960	+1	986	1,015	-3	3,029	2,945	+3
Durable-goods stores, total.....	1,069	1,203	-11	251	287	-13	818	916	-11
Nondurable-goods stores, total.....	2,946	2,757	+7	735	728	+1	2,211	2,029	+9
General merchandise group.....	2,530	2,343	+8	468	441	+6	2,062	1,902	+8
Department stores and dry goods, general merchandise stores.....	2,019	1,892	+7	435	427	+2	1,583	1,465	+8
Department stores.....	1,836	1,825	+1	404	404	0	1,433	1,421	+1
Apparel group.....	242	260	-7	123	152	-19	119	108	+10
Furniture and appliance group.....	326	386	-16	33	32	+3	293	354	-17
Tire, battery, accessory dealers.....	258	252	+2	(²)	(²)	(²)	(²)	(²)	(²)

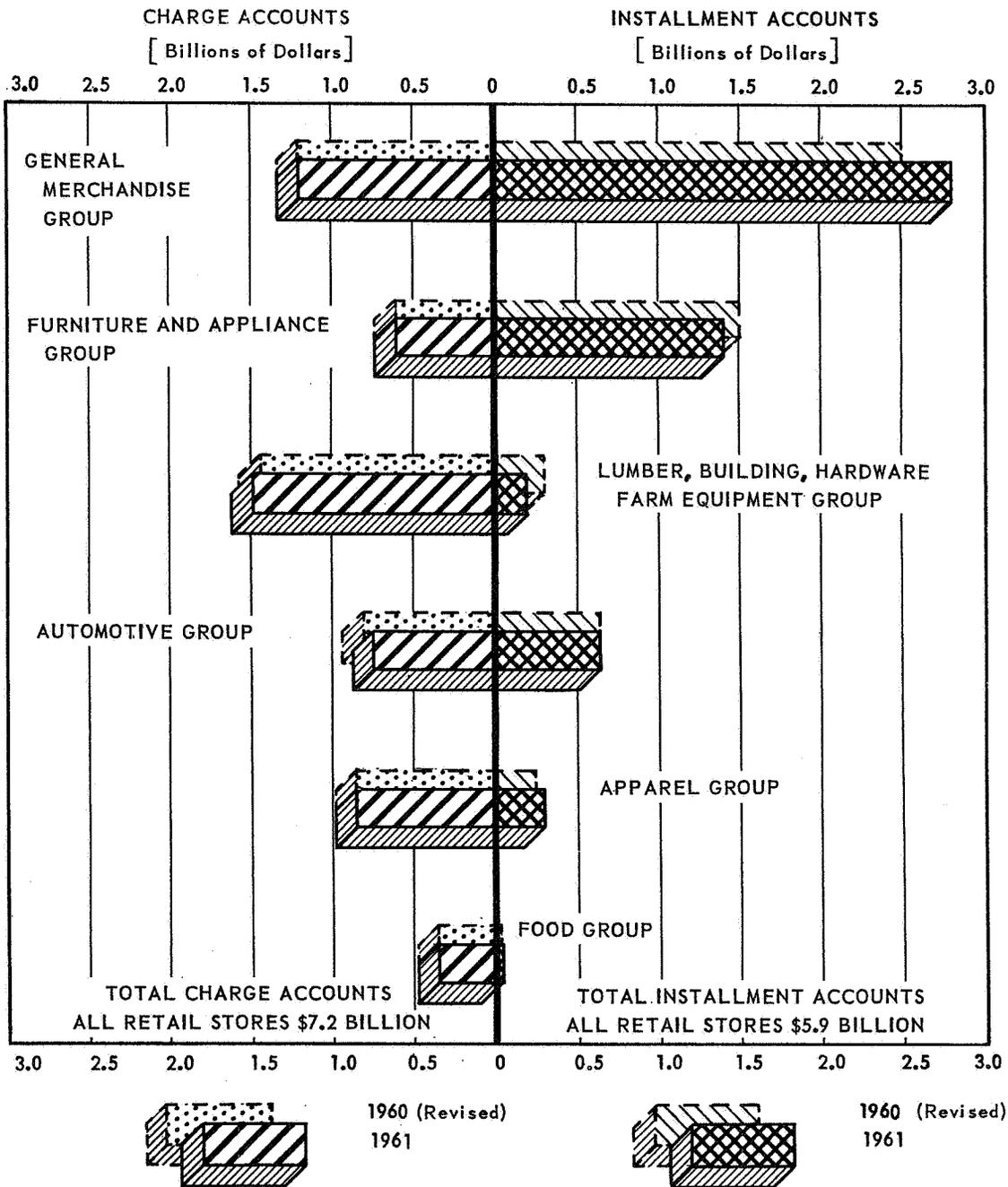
¹ See Sample Design, page 15.

² Not shown because of high sampling variability.

Notes: All kinds of business, total, and group totals include kinds of businesses not shown separately. Measures of sampling variability are provided on page 17.

FIG. 7.—ACCOUNTS RECEIVABLE ON CHARGE ACCOUNTS AND
INSTALLMENT ACCOUNTS: END OF YEAR 1961 AND 1960

RETAIL STORES BY SELECTED KIND-OF-BUSINESS GROUPS



SAMPLE DESIGN AND RELIABILITY OF THE DATA

Sample Design

Data on regional sales and on inventories in this report were derived from the 1961 Annual Retail Trade Survey, which was based on essentially the same probability sample used to produce national monthly estimates of retail sales published in the Monthly Retail Trade Report. Statistics on end-of-year accounts receivables shown in this report were derived from the Monthly Retail Trade Survey and were based on a subsample of the probability sample used to produce monthly sales estimates.

The revision in the monthly sample, which became effective in January 1961, is reflected in data for 1961 in this publication; the 1960 data shown have also been revised where appropriate. The revision, which was based on the records of the 1958 Census of Business, consisted principally of changes to only one of the two major components of the sample--that portion called the Group II panel, defined as all organizations with 11 or more retail stores. United States totals in 1960 for all kinds of retail business combined did not change as a result of the survey panel revision because changes in the figures for Group I (firms with 1 to 10 retail stores) were made to compensate for the addition to, or deletion from, the Group II panel. However, changes were made for some individual kinds of business because of the reclassification of the Group II stores in the 1958 Census of Business. For further information regarding the sample revision, refer to the Monthly Retail Trade Report for January 1961.

I. Sales and Inventories

The 1961 annual sample consists of the following components:

A. Group II Firms--Organizations which operated 11 or more retail stores in 1958. All of these organizations are included in the sample and generally provided one report for all 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 1958 Census of Business.

B. Group I Stores--Stores belonging to organizations which did not operate 11 or more retail stores at the time of the 1958 Census of Business. Stores selected for this portion of the sample are located within 233 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 233 primary strata. Within these 233 Census Sample Areas, the Group I sample consists of:

1. "Large" stores: Those stores whose annual sales in 1954 exceeded a designated amount varying by kind of business and Census Sample Area.
2. "Special" area segment stores: Stores other than "large" stores described above located in a subsample of land segments (selected with known probability) within the Census Sample Areas and qualifying on the basis of either of the following: (a) their 1954 sales exceeded criteria

ranging from \$150,000 to \$300,000 by kind of business, or (b) their monthly sales from June 1957 through May 1958 exceeded criteria ranging from \$11,800 to \$39,400 by month and kind of business.

3. "Small" stores: All remaining stores located in the subsample of land segments within the Census Sample Areas mentioned above. These land segments are divided into 12 panels so that, in general, "small" stores in a different group of land segments are personally enumerated each month of the year for purposes of the monthly report. The stores located in three of these panels (November, December, and January panels) were included in the annual survey.

APPROXIMATE NUMBER OF RETAIL STORES IN THE
1961 ANNUAL RETAIL TRADE SAMPLE

Total	Group II stores	Group I stores		
		"Large" stores	"Special" area segment stores	"Small" stores
131,600	98,900	4,900	5,000	22,800

II. Accounts Receivable

The subsample used to obtain monthly accounts receivable data is described below:

A. Group II firms and Group I stores canvassed by mail each month for sales figures were subsampled on the basis of their accounts receivables as of December 31, 1957, as reported in the 1957 Annual Retail Trade Survey. Those Group II firms added in the panel revision of January 1961 were subsampled on the basis of their accounts receivables as of November 30, 1960.

1. Those with total receivables above certain specified criteria were assigned to a "fixed" panel which is canvassed monthly for accounts receivable data. These criteria vary by Census Sample Area and by sample component, with one set of criteria established for the "special" area segment stores and another for the other sample components.

2. Those with total receivables below these criteria were divided into 12 "rotating" panels. Such panels report for only two successive months each year, depending upon the "rotating" panel to which they are assigned. For example, the January panel is canvassed for end-of-month January and February receivables, the February panel for February and March receivables, etc.

B. All Group I "small" stores described in I, B3 above are canvassed for accounts receivable data for the month that they are enumerated for sales figures. For both sales and receivables data, these establishments are also canvassed for figures for the previous month, thus providing data for two consecutive months each year. The December 31, 1961 and 1960 accounts receivable data published in this annual retail trade report are the estimates produced in the monthly accounts receivable survey for that month and previously published in the Monthly Retail Trade Report for January 1962 and 1961, respectively.

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.

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 estimates are shown in tables 10 to 13. 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 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. Nonresponse amounted to about 3 percent for inventories, 5 percent for sales, and 10 percent for accounts receivable.

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	-	5	7	8
Grocery stores.....	1	2	2	2	5	Lumber, building, hardware, farm equipment group.....	3	5	4	5	7
Eating and drinking places.....	2	5	3	5	5	Lumber yards, building materials dealers	3	8	4	6	7
Eating places.....	3	5	4	5	6	Lumber yards.....	4	9	6	8	10
General merchandise group.....	1	1	1	3	4	Hardware stores.....	4	7	6	8	-
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	5	6	Passenger car dealers (franchised).....	3	5	4	4	10
Variety stores.....	2	2	3	3	5	Gasoline service stations.....	2	3	3	3	5
Apparel group.....	3	6	4	5	6	Other retail stores.....	3	3	4	8	4
Women's ready-to-wear stores.....	3	5	2	7	8	Drug and proprietary stores.....	2	5	4	4	6
Shoe stores.....	4	7	7	7	6	Liquor stores.....	3	6	6	8	7

Notes: Sampling variability of the 1961 sales data are not available. The estimates of the sampling variabilities shown above, which are those derived from the 1958 sales statistics, are believed to be suitable approximations of the sampling variabilities of the 1961 statistics. Data on sales of stores of organizations operating 11 or more retail stores are not based on a sample and are therefore not subject to sampling variability.

Table 11. 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.....	4	2
Durable-goods stores, total.....	2	1	Furniture, home furnishings stores.....	4	3
Nondurable-goods stores, total.....	1	1	Furniture stores.....	5	3
Food group.....	2	NA	Household appliance, TV, radio stores.....	6	4
Grocery stores.....	2	NA	Household appliance dealers.....	7	4
Eating and drinking places.....	4	3	Lumber, building, hardware, farm equipment group.....	3	2
General merchandise group.....	2	1	Lumber yards, building materials dealers.....	4	3
Department stores and dry goods, general merchandise stores.....	2	1	Lumber yards.....	4	NA
Department stores.....	2	1	Hardware stores.....	5	2
Variety stores.....	3	2	Farm equipment dealers.....	8	4
Mail order (department store merchandise).....	(1)	(1)	Automotive group.....	3	2
Apparel group.....	4	2	Passenger car dealers.....	3	2
Men's, boys' clothing, furnishings stores.....	6	4	Passenger car dealers (franchised).....	4	NA
Women's ready-to-wear stores.....	4	2	Tire, battery, accessory dealers.....	5	3
Shoe stores.....	5	2	Gasoline service stations.....	3	2
			Other retail stores.....	2	2
			Drug and proprietary stores.....	4	2
			Liquor stores.....	5	2
			Jewelry stores.....	6	3

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.
 Notes: Sampling variability of the 1961 merchandise inventory data are not available. The estimates of the sampling variabilities shown above, which are those derived from the 1959 merchandise inventory statistics, are believed to be suitable approximations of the sampling variabilities of the 1961 statistics. Data on inventories of stores of organizations operating 11 or more retail stores are not based on a sample and are therefore not subject to sampling variability.

Table 12. 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
General merchandise group.....	1
Department stores and dry goods, general merchandise stores.....	1
Department stores.....	2

Note: Sampling variability of the 1961 merchandise inventory data are not available. The estimates of the sampling variabilities shown above, which are those derived from the 1959 merchandise inventory statistics, are believed to be suitable approximations of the sampling variabilities of the 1961 statistics.

Table 13. SAMPLING VARIABILITIES FOR ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES

Kind of business	Sampling variability of dollar volume estimates (percent)						Kind of business	Sampling variability of dollar volume estimates (percent)					
	All stores			Group II stores ¹				All stores			Group II stores ¹		
	Total	Charge accounts	Installments	Total	Charge accounts	Installments		Total	Charge accounts	Installments	Total	Charge accounts	Installments
All kinds of business total.....	1	2	2	(²)	1	(²)	Furniture and appliance group... Furniture, home furnishings stores.....	3	5	4	1	3	1
Durable-goods stores, total. Nondurable-goods stores, total.....	2	2	3	1	3	1	Furniture stores..... Household appliance, TV and radio stores..... Household appliance dealers.....	4	6	5	-	-	-
Food group.....	4	4	-	-	-	-	Lumber, building, hardware, farm equipment group..... Lumber yards, building materials dealers..... Lumber yards.....	3	4	9	-	-	-
Eating and drinking places.....	11	-	-	-	-	-	Automotive group..... Passenger car dealers..... Passenger car dealers (franchised)..... Tire, battery, accessory dealers.....	4	5	6	-	-	-
General merchandise group..... Dept. stores and dry goods, general merchandise stores..... Department stores.....	2	4	2	(²)	1	(²)	Gasoline service stations..... Other retail stores.....	5	5	-	-	-	-
Mail order (department store merchandise).....	(³)	(³)	(³)	-	-	-		7	-	4	1	-	-
Apparel group..... Women's ready-to-wear stores..	5	6	7	2	4	2		4	5	-	-	-	-
	7	-	-	-	-	-		4	-	-	-	-	-

¹ A portion of the Group II stores accounts receivable estimate is based on a sample and is therefore subject to sampling variability.

² Sampling variability less than .5 percent.

³ See footnote (²), table 11.

Note: These are median figures based on the ranges of sampling error of the accounts receivable estimates published in the Monthly Retail Trade Report for May and December 1959 and January through March 1960. For further information see the Monthly Retail Trade Report for January 1962, pages 12 and 13.

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, as defined for this survey, 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 may render services or may engage in processing incidental or subordinate to selling. 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 or 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, including separate departments in such stores leased to others.

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 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.

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 year for accounting purposes. About 18 percent of the retail store inventory total refers to a fiscal-year end other than December 31, but this varied by kind of business (varying from about one-third for stores in the general merchandise group to about 4 percent for gasoline service stations). Inventory data for a date other than December 31, 1961, 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.

Accounts receivable

Balances of credit sales due retail stores from customers.

The data in this report 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. Also excluded are accounts charged on credit cards used by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

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.

ANNUAL RETAIL TRADE SURVEY KIND-OF-BUSINESS CLASSIFICATION AND CORRESPONDING
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
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) but including 5932 (antique stores)
Furniture, home furnishings 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 stations)
Passenger car dealers.....	551 and 552
Passenger car dealers (franchised).....	551
Tire, battery, accessory dealers.....	553
Gasoline service stations.....	554
Other retail stores.....	59, excluding 5932 (antique stores) but including 5733 (music stores)
Drug and proprietary stores.....	591
Liquor stores.....	592 and part of 92 and 93 (liquor stores operated by State and local 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.

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