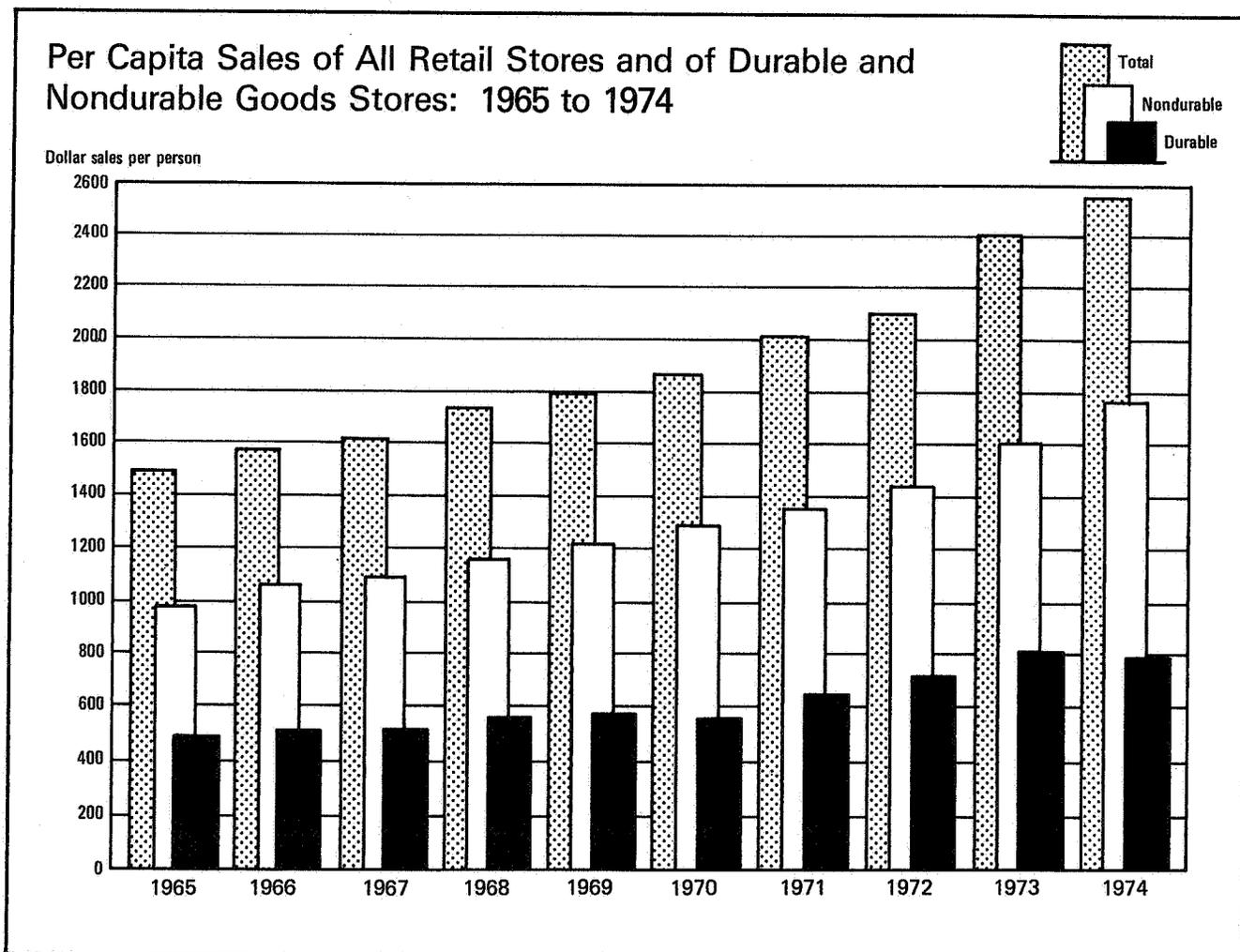


1974 Retail Trade

Issued September 1975

BR-74-13

Annual Sales and Purchases, Year-End Inventories and Accounts Receivable by Kind of Retail Store



Inquires concerning these figures should be addressed to Irving True, Business Division
Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660.



U.S. DEPARTMENT OF COMMERCE | BUREAU OF THE CENSUS

Data on the retail trade, published in the *Weekly Retail Sales Report*, *Advance Monthly Retail Sales Report*, the *Monthly Retail Trade Report*, and the *Annual Retail Trade Report* are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402, at \$30.10 per year. Add \$7.55 for each subscription to a foreign address. Single copies of the *Annual Retail Trade Report* are available from Subscriber Services Section (Publications), Washington, D.C. 20233 at 65 cents each.

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* * *

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ANNUAL SALES

Year-to-Year Comparisons

All Retail Stores—Sales of all retail stores in the United States were estimated at \$538 billion in 1974, an increase of 7 percent over 1973 sales. Sales of nondurable goods stores increased 11 percent over the previous year, while durable goods stores showed a 2-percent decline.

All major kinds of business, except automotive dealers, showed percentage increases in comparison with 1973 levels. Gasoline service stations, in the nondurable goods category, had the largest increase (16 percent); food stores showed a 13-percent increase; eating and drinking places, a 10-percent increase; while sales in drug and proprietary stores showed an increase of 8 percent. The general merchandise group with non-stores and liquor stores each showed a 7-percent increase. Following the general upward trend was apparel and accessory

stores at 3 percent. In the durable goods category, furniture, home furnishing and equipment stores showed a 6-percent increase; while building materials, hardware, and farm equipment dealers were up 5 percent. Automotive dealers showed an 8-percent decrease from the previous year.

Multiunit Organizations—Annual sales of organizations operating 11 or more retail stores showed an increase of 10 percent over 1973 for all kinds of business. A sales gain of 10 percent over 1973 was shown by nondurable goods stores, while sales of durable goods stores showed a gain of only 3 percent. Compared with 1973, tire, battery, accessory dealers decreased 2 percent. In the nondurable goods category, the largest increase (14 percent) was reported by food stores. Drug and proprietary stores, the general merchandise group with non-stores, and liquor stores reported increases of 10, 8 and 4 percent, respectively, while apparel and accessory stores dropped 2 percent from last year.

Table 1. Estimated Sales of All Retail Stores in the United States, by Kind of Business: 1974 and 1973

(Millions of dollars)

Kind of business	1974	1973	Percent change	Kind of business	1974	1973	Percent change
Retail stores, total.....	537,782	503,317	+7	Apparel and accessory stores, total...	24,864	24,062	+3
Total (excluding automotive group).....	444,693	402,656	+10	Men's, boys' wear stores ³	5,668	5,609	+1
Durable goods stores, total.....	167,313	170,275	-2	Men's, boys' clothing, furnishings stores.....	5,565	5,541	0
Nondurable goods stores, total..	370,469	333,042	+11	Women's apparel, accessory stores ⁴ ..	9,551	9,119	+5
Food stores, total.....	119,763	105,731	+13	Women's ready-to-wear stores.....	8,118	7,776	+4
Grocery stores.....	111,347	98,392	+13	Family clothing stores.....	4,448	4,154	+7
Meat and fish (seafood) markets....	2,948	2,661	+11	Shoe stores.....	3,979	4,229	-6
Retail bakeries.....	1,445	1,408	+3	Furniture, home furnishings, and equipment stores, total.....	25,544	24,030	+6
Eating and drinking places.....	41,840	37,925	+10	Furniture, home furnishing stores...	15,364	14,290	+8
Eating places.....	34,139	30,329	+13	Furniture stores.....	10,969	10,439	+5
Restaurants, cafeterias, lunchrooms.....	27,094	23,787	+14	Household appliance, TV, radio stores	8,006	7,904	+1
Drinking places.....	7,701	7,595	+1	Household appliance stores.....	5,236	5,124	+2
General merchandise group with nonstores ¹	89,286	83,301	+7	Building materials, hardware, farm equipment dealers, total.....	32,547	30,934	+5
General merchandise group without nonstores (except department store mail order) ¹	82,535	^r 76,938	+7	Building materials and hardware, total	23,491	22,766	+3
Department stores and dry goods, general merchandise stores.....	67,982	63,342	+7	Lumber and other building materials dealers ⁵	18,328	18,049	+2
Department stores.....	55,871	52,292	+7	Hardware stores.....	5,163	4,717	+9
Variety stores.....	8,714	8,212	+6	Automotive dealers, total.....	93,089	100,661	-8
Mail-order houses (department store merchandise) ²	5,839	^r 5,384	+8	Passenger car, other automotive dealers	84,773	92,768	-9
				Passenger car dealers ⁶	77,253	84,777	-9
				Passenger car dealers (franchised)	72,053	78,620	-8
				Tire, battery, accessory dealers....	8,316	7,895	+5
				Gasoline service stations.....	39,910	34,432	+16
				Drug and proprietary stores.....	16,785	15,474	+8
				Liquor stores.....	10,285	9,602	+7

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

^r Revised.

¹ Nonstores are establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, or mail order.

² Includes sales made by mail-order catalog desks located within department stores of mail-order firms.

³ Includes men's, boys' clothing and furnishing stores, and custom tailors.

⁴ Includes women's ready-to-wear, accessory stores, specialty shops, furriers, and other women's apparel stores.

⁵ Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.

⁶ Includes both franchised and nonfranchised car dealers.

Table 2. Estimated Sales of Retail Stores of Organizations Operating 11 or More Retail Stores (Group II) in the United States, by Kind of Business: 1974 and 1973

(Millions of dollars)

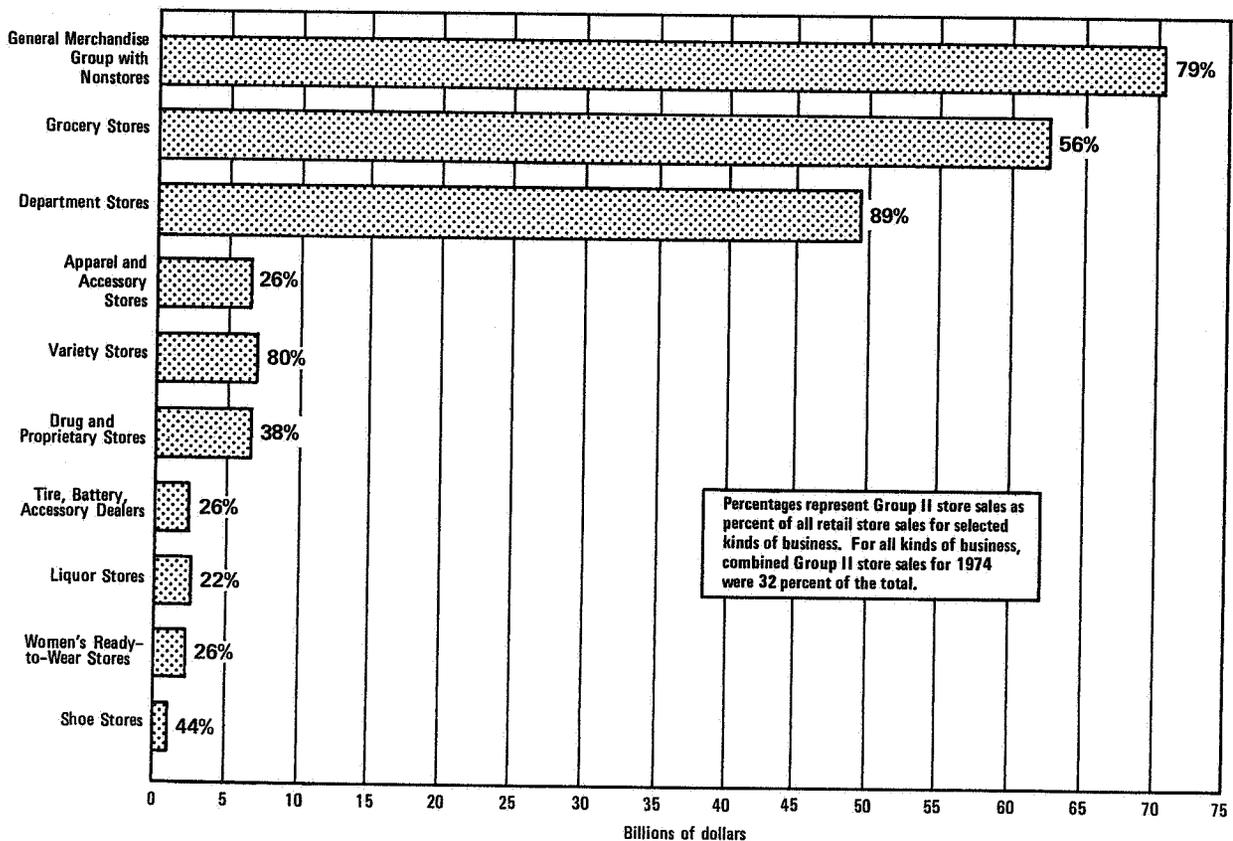
Kind of business	1974	1973	Percent change	Kind of business	1974	1973	Percent change
Retail stores, total.....	169,434	154,546	+10	Apparel and accessory stores, total..	6,428	6,569	-2
Durable goods stores, total.....	9,907	9,606	+3	Women's apparel, accessory stores ² .	2,390	2,393	0
Nondurable goods stores, total.....	159,527	144,940	+10	Women's ready-to-wear stores.....	2,108	2,087	+1
Food stores, total.....	63,437	55,865	+14	Shoe stores.....	1,737	1,908	-9
Grocery stores.....	62,614	55,165	+14	Tire, battery, accessory dealers.....	2,168	2,210	-2
General merchandise group with nonstores ¹	70,597	65,569	+8	Drug and proprietary stores.....	6,451	5,857	+10
General merchandise group without non-				Liquor stores.....	2,305	2,222	+4
stores ¹ (except department store mail							
order).....	67,289	62,471	+8				
Department stores and dry goods,							
general merchandise stores.....	54,693	50,737	+8				
Department stores.....	49,802	46,380	+7				
Variety stores.....	6,988	6,627	+5				

Note: U.S. and group totals include kinds of businesses not shown separately.

¹Nonstores are establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail order.

²Includes women's ready-to-wear, accessory stores, specialty shops, furriers, and other women's apparel stores.

Figure 1. Estimated Sales of Retail Stores of Organizations Operating 11 or More Retail Stores (Group II), by Selected Kinds of Business: 1974



Sales by Selected Geographic Areas

For the four geographic regions, year-to-year increases were fairly uniform. The largest increase, 8 percent, was reported in the North Central Region; the smallest, 5 percent, in the Northeast. Both the South and the West matched the year-to-year increase for the United States as a whole, at 7 percent. In the nondurable category, the North Central Region increased 13 percent from 1973; followed by the South, 12 percent, the West, 11 percent; and the Northeast, 9 percent. For durable goods, the North Central Region showed little year-to-year change, while the Northeast decreased 5 percent, and the South and West each declined 1 percent.

Within the four regions, year-to-year increases of the nine geographic divisions ranged from a high of 12 percent for the West

North Central to a low of 4 percent for the South Atlantic. (See table 7 for data on all divisions.)

For the nine standard metropolitan statistical areas for which total sales are shown, year-to-year increases ranged from a high of 14 percent for the Pittsburgh, PA. SMSA to a low of 2 percent for the Washington, D.C.-MD.-VA. SMSA. The five largest SMSA's had increases as follows: New York (including Nassau-Suffolk SMSA), up 4 percent; Chicago, up 7 percent; Los Angeles, up 5 percent; Philadelphia, up 5 percent; and Detroit, up 3 percent.

Of the 15 large States for which separate estimates are provided (table 6), Indiana, which was up 11 percent, had the largest year-to-year increase. Minnesota and Texas, each up 9 percent, followed. New Jersey, with a 1 percent gain, had the smallest increase of the 15 States.

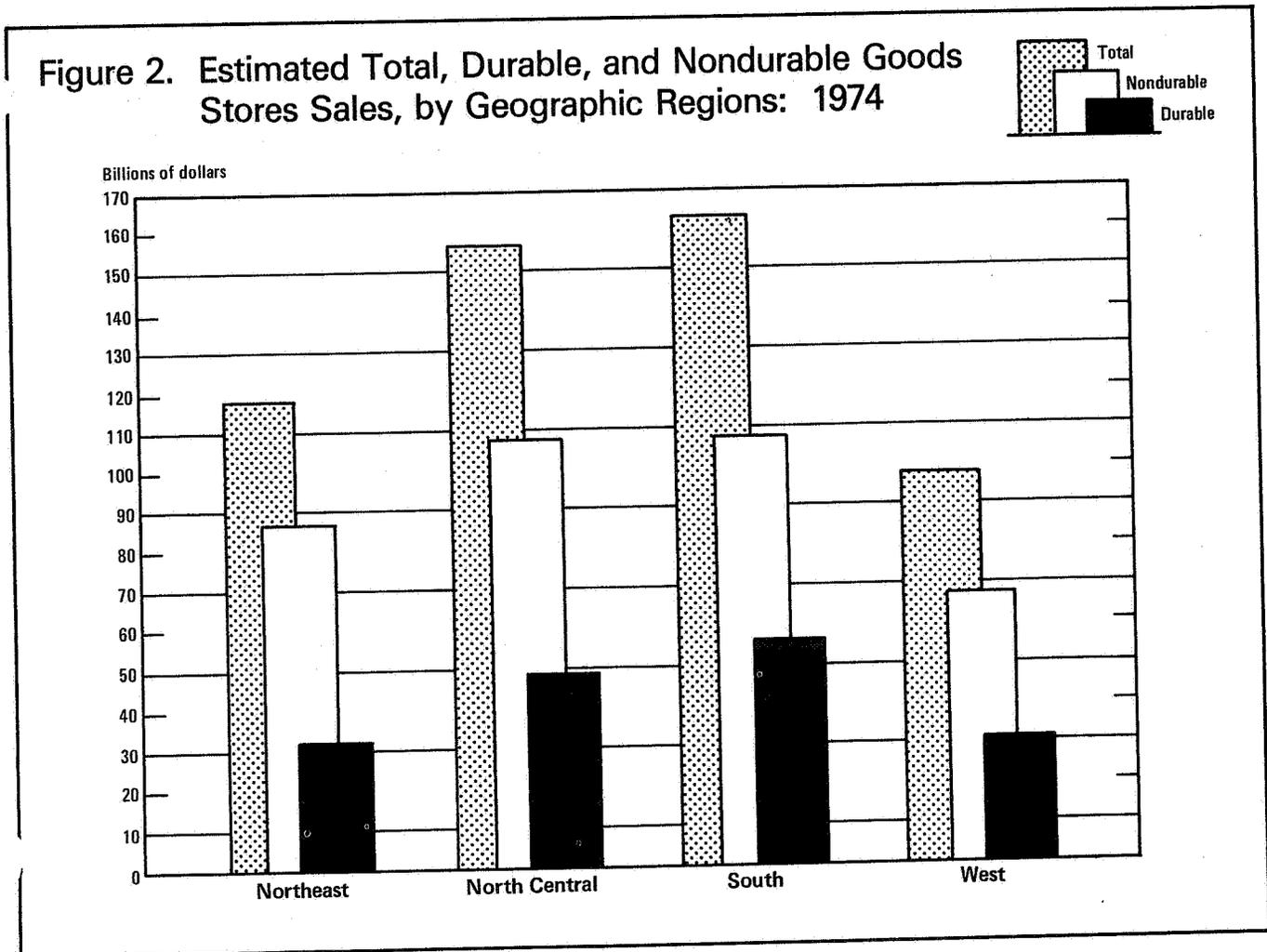


Table 3. Estimated Sales of All Retail Stores, by Geographic Region and Kind of Business: 1974 and 1973

(Millions of dollars)

Kind of business	The Northeast			The North Central			The South			The West		
	1974	1973	Per- cent change	1974	1973	Per- cent change	1974	1973	Per- cent change	1974	1973	Per- cent change
Total.....	119,105	113,650	+5	156,825	144,831	+8	163,498	152,900	+7	98,354	91,936	+7
Durable goods stores, total.....	31,927	33,527	-5	48,979	49,198	0	55,586	56,281	-1	30,821	31,269	-1
Nondurable goods stores, total.....	87,178	80,123	+9	107,846	95,633	+13	107,912	96,619	+12	67,533	60,667	+11
Food stores, total.....	29,867	26,802	+11	31,361	27,557	+14	36,881	32,330	+14	21,654	19,042	+14
Grocery stores.....	26,156	23,587	+11	29,462	25,869	+14	35,376	31,045	+14	20,353	17,891	+14
Eating and drinking places...	9,784	8,978	+9	13,295	11,603	+15	9,750	9,129	+7	9,011	8,215	+10
GAF, ¹ total.....	32,139	31,298	+3	39,497	37,416	+6	43,018	39,325	+9	25,040	23,354	+7
General merchandise group with nonstores ²	19,744	18,938	+4	26,296	24,599	+7	27,177	24,917	+9	16,069	14,850	+8
Department stores.....	13,064	12,358	+6	16,265	15,279	+6	15,638	14,694	+6	10,904	9,961	+9
Apparel and accessory stores, total.....	6,846	6,940	-1	6,492	6,333	+3	7,379	6,869	+7	4,147	3,920	+6
Furniture, home furnish- ings, and equipment stores, total.....	5,549	5,423	+2	6,709	6,484	+3	8,462	7,539	+12	4,824	4,584	+5
Building materials, hardware, farm equipment group.....	4,698	4,828	-3	11,768	10,938	+8	10,603	9,782	+8	(NA)	(NA)	(NA)
Automotive dealers, total....	(NA)	(NA)	(NA)	26,617	28,398	-6	31,813	34,679	-8	(NA)	(NA)	(NA)
Gasoline service stations....	8,205	6,965	+18	11,859	10,076	+18	12,398	10,993	+13	7,448	6,398	+16
Drug and proprietary stores..	3,329	3,152	+6	4,531	4,099	+11	5,340	4,811	+11	3,585	3,412	+5

Note: Estimates are based on a sample. See sampling variabilities on page 19. Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 29. NA Not available.

¹Stores in the general merchandise (including all nonstores), apparel... accessory, and furniture, home furnishings... equipment groups; these stores specialize in department store types of merchandise.

²Nonstores are establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail order.

Table 4. Estimated Sales of All Retail Stores by Selected Kinds of Business for Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas: 1974 and 1973

(Millions of dollars)

Statistical area ¹	1974	1973	Percent change	Statistical area	1974	1973	Percent change
STANDARD CONSOLIDATED AREAS¹				STANDARD METROPOLITAN¹ STATISTICAL AREAS--Continued			
Chicago, Ill.-Northwestern Indiana, total.....	21,864	20,502	+7	Los Angeles-Long Beach, Calif., total..	18,663	17,805	+5
Nondurable goods stores.....	15,857	14,266	+11	Nondurable goods stores.....	13,693	12,630	+8
GAF ²	7,474	7,077	+6	GAF ²	5,609	5,297	+6
New York, N.Y.-Northeastern New Jersey, total.....	36,925	35,839	+3	Minneapolis-St. Paul, Minn., GAF ²	1,685	1,678	0
Nondurable goods stores.....	28,001	26,382	+6	New York, N.Y. Nassau-Suffolk, N.Y., total.....	25,702	24,626	+4
GAF ²	11,168	10,898	+2	Nondurable goods stores.....	19,619	18,446	+6
STANDARD METROPOLITAN STATISTICAL AREAS¹				GAF ²			
Baltimore, Md., GAF ²	1,423	1,367	+4	Nassau-Suffolk, N.Y., total.....	6,781	6,591	+3
Boston, Mass., GAF ²	2,389	2,252	+6	Nondurable goods stores.....	4,848	4,680	+4
Chicago, Ill., total.....	20,098	18,801	+7	GAF ²	1,880	1,945	-3
Nondurable goods stores.....	14,609	13,088	+12	New York, N.Y., total.....	18,921	18,035	+5
GAF ²	7,082	6,718	+5	Nondurable goods stores.....	14,771	13,766	+7
Cleveland, Ohio, GAF ²	1,449	1,401	+3	GAF ²	6,080	5,706	+7
Dallas, Tex., GAF ²	1,645	1,547	+6	Philadelphia, Pa., total.....	11,239	10,735	+5
Detroit, Mich., total.....	10,461	10,159	+3	Nondurable goods stores.....	8,235	7,483	+10
Nondurable goods stores.....	7,324	6,821	+7	GAF ²	3,253	3,195	+2
GAF ²	3,167	3,042	+4	Pittsburgh, Pa., total.....	6,100	5,367	+14
Houston, Tex., GAF ²	1,716	1,544	+11	Nondurable goods stores.....	4,622	3,914	+18
Kansas City, Mo.-Kans., GAF ²	1,576	1,449	+9	GAF ²	1,788	1,637	+9
				St. Louis, Mo. Ill., total.....	5,731	5,291	+8
				Nondurable goods stores.....	3,850	3,480	+11
				GAF ²	1,573	1,507	+4
				San Francisco-Oakland, Calif., total..	7,941	7,580	+5
				Nondurable goods stores.....	5,798	5,329	+9
				GAF ²	2,223	2,108	+5
				Washington, D.C.-Md.-Va., total.....	8,066	7,906	+2
				Nondurable goods stores.....	5,684	5,233	+9
				GAF ²	2,117	2,049	+3

Note: Sampling variabilities are shown on page 20. Statistics for the Boston SMSA include retail stores in all of Essex, Middlesex, Norfolk, and Suffolk counties. See SMSA definition on page 29.

¹Definitions of standard consolidated areas and standard metropolitan statistical areas are listed on pages 28-29.

²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.

Per Capita Sales

Per capita sales in the United States in 1974 totaled \$2,565 as compared with \$2,419 in 1973, an increase of 6 percent. Sales of nondurable goods stores were \$1,767 per capita in 1974, reflecting a 10-percent increase in sales per person over the \$1,601 in 1973. The largest percent increase in the nondurable goods category was 15 percent in gasoline service stations where per capita sales increased from \$165 in 1973 to \$190 in 1974. This was followed by a 12-percent rise in food stores; a 10-percent increase in eating and drinking places; and an 8-percent jump in drug and proprietary stores. Increases over last year were also noted in the general merchandise group with nonstores (6 percent) and in apparel and accessory stores (3 percent).

Per capita sales of durable goods stores in 1974 decreased 2 percent below the 1973 level, from \$818 to \$798. This year-to-year change resulted largely from an 8-percent decrease by automotive dealers; per capita sales by automotive dealers amounted to \$444 in 1974, compared with \$484 in 1973. Furniture, home furnishings, and equipment stores gained 6 percent and building materials, hardware, farm equipment dealers advanced 4 percent from \$149 in 1973 to \$155 in 1974.

The North Central was the highest among the four regions in per capita retail sales in 1974 with \$2,733, as compared with \$2,528 in 1973, an increase of 8 percent. This was followed by the West with \$2,680 per capita in 1974, reflecting a 5-percent increase over the \$2,546 in 1973. The South showed a 5-percent increase with \$2,466 in 1974 and \$2,341 in 1973, and the Northeast, with \$2,415 for 1974 and \$2,301 for 1973, also showed a 5-percent increase.

Table 5. Per Capita Sales of All Retail Stores in the United States, by Geographic Region and Kind of Business: 1974 and 1973

(Amounts in dollars)

Kind of business	United States			Northeast			North Central			South			West		
	1974	1973 ^r	Percent change	1974	1973 ^r	Percent change	1974	1973 ^r	Percent change	1974	1973 ^r	Percent change	1974	1973 ^r	Percent change
Retail stores, total.....	2,565	2,419	+6	2,415	2,301	+5	2,733	2,528	+8	2,466	2,341	+5	2,680	2,546	+5
Total (excluding automotive group)....	2,121	1,935	+10	(NA)	(NA)	(NA)	2,269	2,032	+12	1,986	1,810	+10	(NA)	(NA)	(NA)
Durable goods stores....	798	818	-2	647	679	-5	854	859	-1	838	862	-3	840	866	-3
Nondurable goods stores.	1,767	1,601	+10	1,768	1,622	+9	1,879	1,669	+13	1,628	1,479	+10	1,840	1,680	+10
Food stores.....	571	508	+12	606	543	+12	547	481	+14	556	495	+12	590	527	+12
Grocery stores.....	531	473	+12	530	478	+11	513	452	+13	534	475	+12	555	496	+12
Eating and drinking places....	200	182	+10	198	182	+9	232	203	+14	147	140	+5	246	228	+8
GAF ²	667	631	+6	652	634	+3	688	653	+5	649	602	+8	682	647	+5
General merchandise group ³ ..	426	400	+6	400	383	+4	458	429	+7	410	382	+7	438	411	+7
Department stores.....	266	251	+6	265	250	+6	283	267	+6	236	225	+5	297	276	+8
Apparel and accessory stores.	119	116	+3	139	141	-1	113	111	+2	111	105	+6	113	109	+4
Furniture, home furnishings and equipment stores.....	122	115	+6	113	110	+3	117	113	+4	128	115	+11	131	127	+3
Building materials, hardware, farm equipment dealers.....	155	149	+4	95	98	-3	205	191	+7	160	150	+7	(NA)	(NA)	(NA)
Automotive dealers.....	444	484	-8	(NA)	(NA)	(NA)	464	496	-6	480	531	-10	(NA)	(NA)	(NA)
Gasoline service stations.....	190	165	+15	166	141	+18	207	176	+18	187	168	+11	203	177	+15
Drug and proprietary stores...	80	74	+8	68	64	+6	79	72	+10	81	74	+9	98	95	+3

(NA) Not available.

^rRevised.

¹Data based on provisional civilian population estimates as of July 1.

²Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

³Includes nonstores.

Figure 3. Per Capita Sales of All Retail Stores in the United States, by Geographic Region: 1974 and 1973

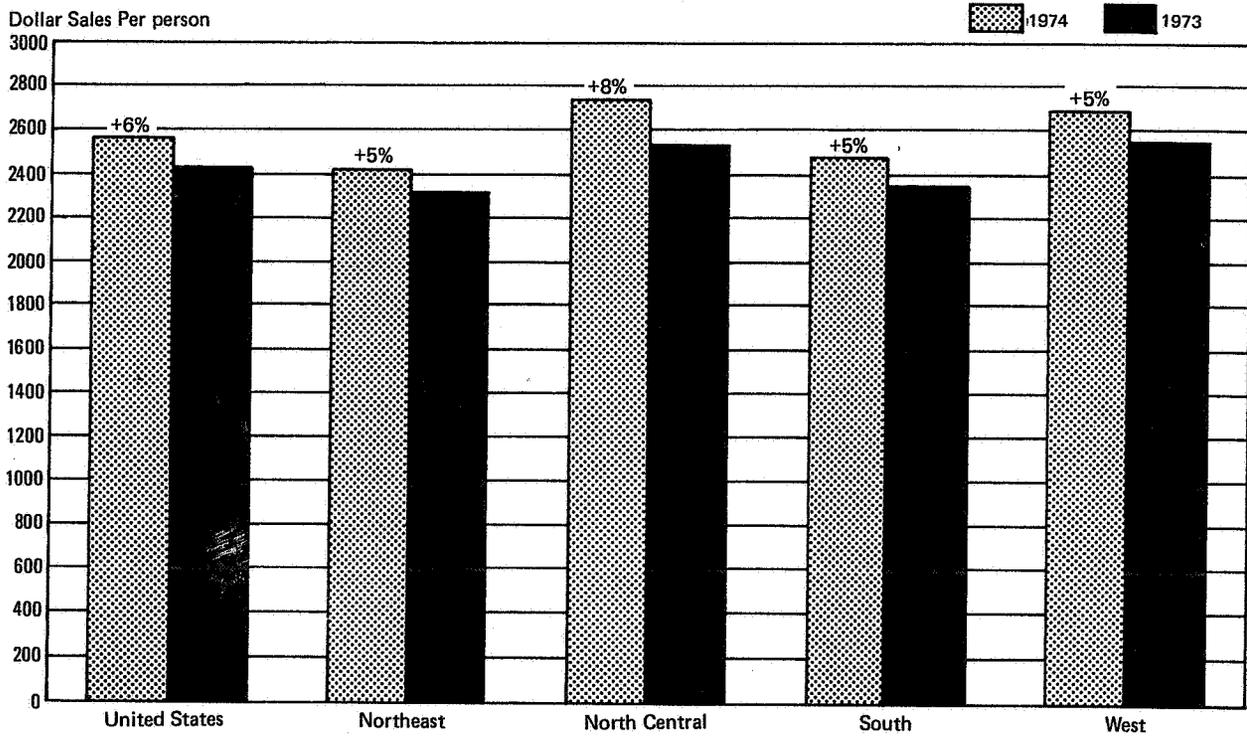


Figure 4. Per Capita Sales of Selected Kinds of Business of All Retail Stores in the United States: 1974 and 1973

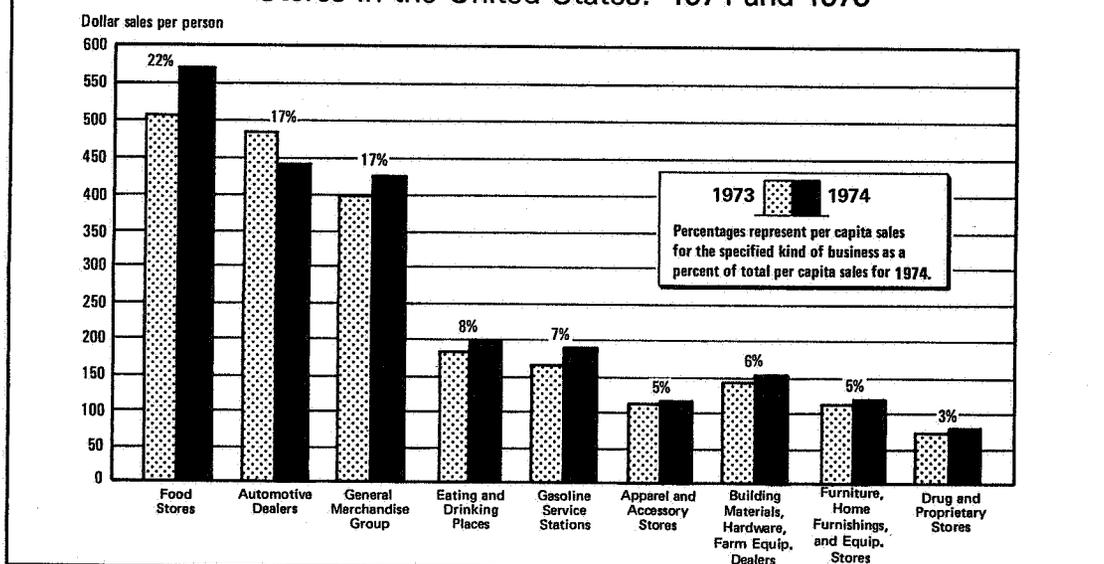


Table 6. Estimated Annual and Per Capita Sales of All Retail Stores for Specified Large States: 1974 and 1973

State	Annual sales (millions of dollars)			Per capita sales (dollars)		
	1974	1973	Percent change	1974 ¹	1973 ²	Percent change
California, total.....	55,006	51,318	+7	2,669	2,523	+6
Nondurable goods stores.....	38,976	35,082	+11	1,891	1,725	+10
GAP ²	14,766	13,637	+8	716	670	+7
Florida, total.....	24,018	22,520	+7	3,001	2,942	+2
Nondurable goods stores.....	16,433	14,619	+12	2,054	1,910	+8
Illinois, total.....	31,086	28,768	+8	2,802	2,582	+9
Nondurable goods stores.....	21,449	18,778	+14	1,933	1,686	+15
GAP ²	9,182	8,700	+6	828	781	+6
Indiana, total.....	14,775	13,364	+11	2,778	2,523	+10
Massachusetts, total.....	14,202	13,441	+6	2,455	2,327	+6
Nondurable goods stores.....	10,421	9,470	+10	1,801	1,639	+10
Michigan, total.....	22,775	22,181	+3	2,507	2,452	+2
Nondurable goods stores.....	15,604	14,554	+7	1,718	1,609	+7
Minnesota, total.....	10,053	9,198	+9	2,568	2,366	+9
Missouri, total.....	12,881	12,087	+7	2,711	2,548	+6
New Jersey, total.....	18,056	17,874	+1	2,473	2,452	+1
Nondurable goods stores.....	13,230	12,452	+6	1,812	1,708	+6
New York, total.....	42,393	40,777	+4	2,344	2,242	+5
Nondurable goods stores.....	31,497	29,368	+7	1,742	1,615	+8
GAP ²	11,904	11,444	+4	658	629	+5
North Carolina, total.....	11,740	11,245	+4	2,230	2,160	+3
Ohio, total.....	27,482	25,830	+6	2,563	2,407	+6
Nondurable goods stores.....	20,088	18,096	+11	1,873	1,687	+11
Pennsylvania, total.....	28,207	26,136	+8	2,386	2,206	+8
Nondurable goods stores.....	20,338	18,204	+12	1,720	1,536	+12
GAP ²	7,621	7,284	+6	645	615	+6
Texas, total.....	31,415	28,845	+9	2,642	2,473	+7
Nondurable goods stores.....	20,288	18,082	+12	1,706	1,551	+10
Wisconsin, total.....	12,307	11,366	+8	2,696	2,505	+8

Note: Estimates are based on a sample. See sampling variabilities on page 21.

¹ Revised.

² Data are based on provisional civilian population estimates as of July 1.

³ Stores in general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

Table 7. Estimated Annual and Per Capita Sales of All Retail Stores, by Geographic Division and Kind of Business: 1974 and 1973

Geographic division and kind of business	Annual sales (millions of dollars)			Per capita sales (dollars)		
	1974	1973	Percent change	1974 ¹	1973 ¹	Percent change
NEW ENGLAND, total	30,449	28,863	+5	2,516	2,392	+5
Durable goods stores.....	8,336	8,764	-5	689	726	-5
Nondurable goods stores.....	22,113	20,099	+10	1,827	1,666	+10
Food stores.....	7,310	6,487	+13	604	538	+12
GAF, ² total.....	7,723	7,756	0	638	643	-1
Gasoline service stations.....	2,386	1,894	+26	197	157	+25
MIDDLE ATLANTIC, total	88,656	84,787	+5	2,383	2,271	+5
Durable goods stores.....	23,591	24,763	-5	634	663	-4
Nondurable goods stores.....	65,065	60,024	+8	1,749	1,608	+9
Eating and drinking places.....	7,562	7,003	+8	203	188	+8
GAF, ² total.....	24,416	23,542	+4	656	631	+4
General merchandise group with nonstores.....	15,292	14,392	+6	411	386	+6
Apparel and accessory stores.....	5,033	5,125	-2	135	137	-1
Gasoline service stations.....	5,819	5,071	+15	156	136	+15
Drug and proprietary stores.....	2,460	2,380	+3	66	64	+3
EAST NORTH CENTRAL, total	108,425	101,509	+7	2,658	2,491	+7
Durable goods stores.....	32,226	33,503	-4	790	822	-4
Nondurable goods stores.....	76,199	68,006	+12	1,868	1,669	+12
Food stores.....	22,760	20,039	+14	558	492	+13
Eating and drinking places.....	10,219	8,988	+14	251	221	+14
GAF, ² total.....	28,621	27,298	+5	702	670	+5
General merchandise group with nonstores.....	19,230	18,090	+6	471	444	+6
Apparel and accessory stores.....	4,781	4,650	+3	117	114	+3
Gasoline service stations.....	8,547	7,185	+19	210	176	+19
Drug and proprietary stores.....	3,207	2,896	+11	79	71	+11
WEST NORTH CENTRAL, total	48,400	43,322	+12	2,917	2,619	+11
Durable goods stores.....	16,753	15,695	+7	1,010	949	+6
Nondurable goods stores.....	31,647	27,627	+15	1,907	1,670	+14
Food stores.....	8,601	7,518	+14	518	454	+14
GAF, ² total.....	10,876	10,118	+7	655	612	+7
General merchandise group with nonstores.....	7,066	6,509	+9	426	393	+8
Gasoline service stations.....	3,312	2,891	+15	200	175	+14
SOUTH ATLANTIC, total	82,292	78,920	+4	2,519	2,460	+2
Durable goods stores.....	26,295	28,174	-7	805	878	-8
Nondurable goods stores.....	55,997	50,746	+10	1,714	1,582	+8
Eating and drinking places.....	4,899	4,791	+2	150	149	+1
GAF, ² total.....	22,557	21,110	+7	690	658	+5
General merchandise group with nonstores.....	14,492	13,511	+7	444	421	+5
Apparel and accessory stores.....	3,445	3,351	+3	105	104	+1
Gasoline service stations.....	6,541	5,649	+16	200	176	+14
Drug and proprietary stores.....	2,657	2,442	+9	81	76	+7
EAST SOUTH CENTRAL, total	30,132	27,549	+9	2,269	2,090	+9
Nondurable goods stores.....	19,058	16,997	+12	1,435	1,289	+11
Food stores.....	6,961	6,068	+15	524	460	+14
GAF, ² total.....	7,347	6,610	+11	553	501	+10
General merchandise group with nonstores.....	4,592	4,170	+10	345	316	+9
WEST SOUTH CENTRAL, total	51,074	46,431	+10	2,509	2,316	+8
Durable goods stores.....	18,217	17,555	+4	895	876	+2
Nondurable goods stores.....	32,857	28,876	+14	1,614	1,440	+12
Food stores.....	10,652	9,195	+16	523	459	+14
GAF, ² total.....	13,114	11,605	+13	644	579	+11
General merchandise group with nonstores.....	8,093	7,236	+12	398	361	+10
MOUNTAIN, total	24,661	22,980	+7	2,654	2,532	+5
Nondurable goods stores.....	15,732	13,917	+13	1,693	1,534	+10
Food stores.....	4,606	4,033	+14	496	444	+12
GAF, ² total.....	5,688	5,373	+6	612	592	+3
General merchandise group with nonstores.....	3,636	3,330	+9	391	367	+7
PACIFIC, total	73,693	68,956	+7	2,689	2,551	+5
Durable goods stores.....	21,892	22,206	-1	799	821	-3
Nondurable goods stores.....	51,801	46,750	+11	1,890	1,730	+9
Food stores.....	17,048	15,009	+14	622	555	+12
Eating and drinking places.....	7,035	6,345	+11	257	235	+9
GAF, ² total.....	19,352	17,981	+8	706	665	+6
General merchandise group with nonstores.....	12,433	11,520	+8	454	426	+7
Gasoline service stations.....	5,048	4,366	+16	184	162	+14

Note: Estimates are based on a sample. See sampling variabilities on page 20. Totals include data for kinds of business not shown separately. States in geographic divisions are shown on page 29.

¹Revised.

²Data are based on provisional civilian population estimates as of July 1.

³Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance group; these stores specialize in department store types of merchandise.

Table 8. Estimated Sales of All Retail Stores in the United States, by Legal Form of Ownership and Kind of Business: 1974

(Millions of dollars)

Kind of business	Total	Individual proprietorships	Partnerships	Corporations	Other legal forms
Retail stores, total.....	537,782	91,975	26,219	412,646	6,942
Total (excluding automotive group)...	444,693	83,972	22,408	331,575	6,738
Durable goods stores.....	167,313	22,182	8,884	135,559	(Z)
Nondurable goods stores.....	370,469	69,793	17,335	277,087	6,254
Food stores.....	119,763	19,934	4,591	94,313	(Z)
Grocery stores.....	111,347	16,702	4,120	89,634	(Z)
Eating and drinking places.....	41,840	11,202	3,415	26,582	641
General merchandise group with nonstores.....	89,286	2,788	1,055	85,269	(Z)
Department stores.....	55,871	(Z)	(Z)	55,703	(Z)
Apparel and accessory stores, total.....	24,864	2,560	1,338	20,693	273
Furniture, home furnishings and equipment stores, total.....	25,544	5,192	1,532	18,665	(Z)
Building materials, hardware, farm equipment dealers, total.....	32,547	4,687	2,213	25,517	(Z)
Automotive dealers, total.....	93,089	8,003	3,811	81,071	204
Gasoline service stations.....	39,910	24,545	3,791	11,175	399
Drug and proprietary stores.....	16,785	2,517	638	13,361	269

Z The dollar amount is less than 1 percent of all forms of ownership combined.

MERCHANDISE PURCHASES

The total cost value of merchandise purchased by all retail stores in the United States during 1974 was estimated at \$405.5 billion, or 9 percent higher than the revised \$371.1 billion estimated for 1973. Of the 1974 total, \$131.1 billion represented the cost of durable goods purchases which showed virtually no change from 1973 and \$274.4 billion for nondurable goods purchases which increased 14 percent from 1973.

In the durable goods category, furniture, home furnishings and equipment stores showed an increase of 7 percent from the previous year, and purchases by building materials, hardware, farm equipment dealers rose 5 percent. Purchases by the automotive group decreased 5 percent. In the nondurable goods category, gasoline service stations reported a 26-percent in-

crease, and food stores showed a 15-percent increase. A 10-percent increase in purchases was noted for the general merchandise group with nonstores and for liquor stores. Eating and drinking places, drug and proprietary stores, and apparel and accessory stores showed increases of 12 percent, 7 percent and 1 percent, respectively.

Organizations operating 11 or more retail stores reported a 12-percent increase in the total cost of merchandise purchases in 1974, compared with 1973. Food stores, which accounted for 42 percent of total purchases by these organizations, showed an increase of 15 percent, followed by an 11 percent increase for the general merchandise group with nonstores, which accounted for 39 percent of total purchases.

Figure 5. Total Cost of Merchandise Purchased by All Retail Stores in the United States, by Kind-of-Business Groups: 1974

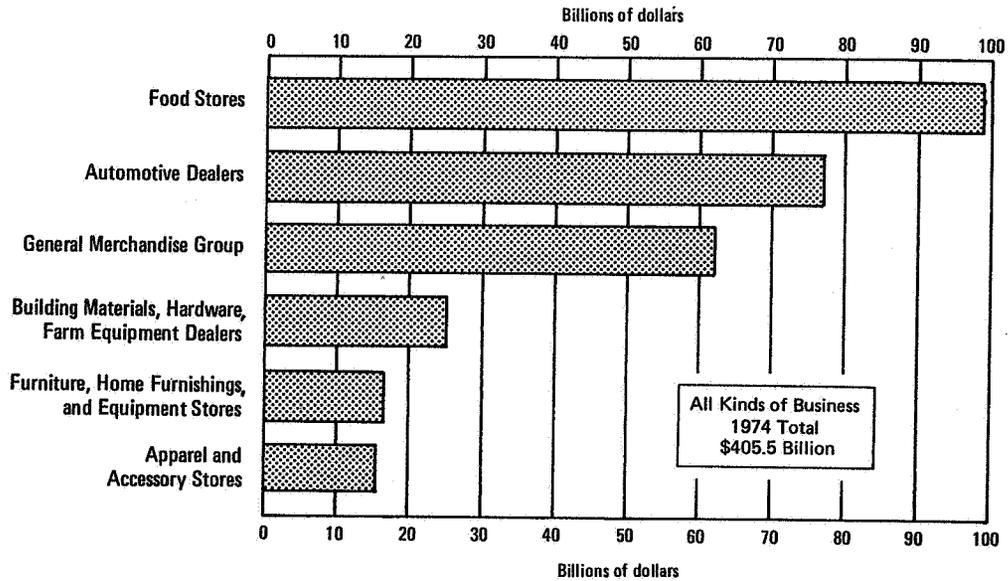


Table 9. Estimated Cost of Merchandise Purchased by All Retail Stores in the United States, by Kind of Business: 1974 and 1973

(Millions of dollars)

Kind of business	1974	1973 ¹	Percent change	Kind of business	1974	1973 ¹	Percent change
Retail stores, total.....	405,512	371,073	+9	Furniture, home furnishings, and equipment stores, total.....	16,765	15,738	+7
Durable goods stores.....	131,120	131,311	0	Furniture, home furnishings stores..	9,498	9,094	+4
Non-durable goods stores.....	274,392	239,762	+14	Furniture stores.....	6,899	6,629	+4
Food stores, total.....	99,176	86,237	+15	Household appliances, T.V., radio stores.....	5,652	5,439	+4
Grocery stores.....	93,529	80,931	+16	Household appliances stores.....	3,671	3,791	-3
Eating and drinking places.....	21,016	18,817	+12	Building materials, hardware, farm equipment dealers, total.....	25,095	23,874	+5
General merchandise group with nonstores.....	62,188	56,670	+10	Building materials and hardware, total ¹	17,472	16,542	+6
General merchandise group without nonstores (except department stores mail order).....	58,410	53,688	+9	Lumber and other building materials dealers ¹	13,256	13,379	-1
Department stores and dry goods, general merchandise stores.....	47,505	43,538	+9	Farm equipment dealers.....	7,623	7,332	+4
Department stores.....	38,668	35,390	+9	Automotive dealers, total.....	77,677	82,111	-5
Variety stores.....	6,503	6,077	+7	Passenger car dealers ²	65,703	69,989	-6
Mail order (department store merchandise).....	4,402	4,073	+8	Passenger car dealers (franchised).....	60,981	65,425	-7
Apparel and accessory stores, total.	15,870	15,693	+1	Tire, battery, accessory dealers...	5,646	5,343	+6
Men's, boys' clothing, furnishings stores.....	3,448	3,155	+9	Gasoline service stations.....	33,706	26,792	+26
Womens ready-to-wear stores.....	5,521	5,601	-1	Drug and proprietary stores.....	12,337	11,544	+7
Shoe stores.....	2,417	2,520	-4	Liquor stores.....	7,807	7,098	+1

Note: Measures of sampling variability are shown on page 19. Group totals include kinds of business not shown separately.

¹Revised. See page 22 for a description of the procedures followed in revising the 1973 estimates.

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

²Includes both franchised and nonfranchised car dealers.

Table 10. Estimated Cost of Merchandise Purchased by Retail Stores of Organizations Operating 11 or More Retail Stores in the United States, by Kind of Business: 1974 and 1973

(Millions of dollars)

Kind of business	1974	1973 ^r	Percent change	Kind of business	1974	1973 ^r	Percent change
Retail stores, total.....	126,236	112,416	+12	Apparel and accessory stores, total..	3,998	4,021	-1
Durable goods stores.....	6,806	6,491	+5	Men's, boys' clothing, furnishings stores.....	451	447	+1
Nondurable goods stores.....	119,430	105,925	+13	Women's ready-to-wear stores.....	1,350	1,314	+3
Food stores, total.....	52,599	45,735	+15	Shoe stores.....	1,004	1,089	-8
Grocery stores.....	52,149	45,235	+15	Furniture, home furnishings, and equipment stores, total.....	1,427	1,227	+16
General merchandise group with nonstores.....	49,297	44,604	+11	Building materials, hardware, farm equipment dealers, total.....	2,554	2,504	+2
General merchandise group without nonstore (except dept. store mail order).....	47,618	43,492	+9	Building materials and hardware, total ¹	2,313	2,265	+2
Department stores and dry goods, general merchandise stores.....	38,015	34,596	+10	Lumber and other building materials dealers ¹	2,143	2,052	+4
Department stores.....	34,394	31,451	+9	Tire, battery, accessory dealers.....	1,484	1,435	+3
Variety stores.....	5,277	4,924	+7	Drug and proprietary stores.....	5,013	4,462	+12
				Liquor stores.....	1,570	1,463	+7

Note: Group totals include kinds of business not shown separately.

^rRevised. See page 22 for a description of the procedures followed in revising the 1973 estimates.

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

Table 11. Estimated Cost of Merchandise Purchased by All Retail Stores in the United States, by Legal Form of Ownership and Kind of Business: 1974

(Millions of dollars)

Kind of Business	Total	Individual proprietorships	Partnerships	Corporations	Other legal forms
Retail stores, total.....	405,512	71,314	19,837	309,241	5,120
Total (excluding automotive group)...	327,835	64,728	16,699	241,522	4,886
Durable goods stores.....	131,120	17,115	6,945	106,533	(Z)
Nondurable goods stores.....	274,392	54,199	12,892	202,708	4,593
Food stores.....	99,176	16,889	3,870	77,647	(Z)
Grocery stores.....	93,529	14,591	3,554	74,636	(Z)
Eating and drinking places.....	21,016	6,074	1,807	12,778	357
General merchandise group with nonstores.....	62,188	2,100	758	59,255	(Z)
Department stores.....	38,668	(Z)	(Z)	38,629	(Z)
Apparel and accessories stores, total.....	15,870	1,779	895	13,008	188
Furniture, home furnishings and equipment stores, total.....	16,765	3,594	990	12,089	(Z)
Building materials, hardware, farm equipment dealers, total.....	25,095	3,664	1,832	19,499	(Z)
Automotive dealers, total.....	77,677	6,586	3,138	67,719	(Z)
Gasoline service stations.....	33,706	20,864	3,202	9,337	(Z)
Drug and proprietary stores.....	12,337	1,777	444	9,919	197

Z The dollar amount is less than 1 percent of all forms of ownership combined.

MERCHANDISE INVENTORIES

Merchandise on hand

The cost of merchandise inventories in stores and warehouses of retail stores in the United States on December 31, 1974, was estimated at \$72.1 billion, or 13 percent higher than that held a year ago. Of this total, \$38.3 billion represented the value of stocks of nondurable goods stores, which represented an increase of 11 percent from 1973. Stocks of durable goods stores amounted to \$33.7 billion, showing an increase of 16 percent.

In the durable goods category, automotive dealers showed an 18-percent increase in inventory holdings from the previous year. Furniture, home furnishings and equipment stores, and building material, hardware, farm equipment dealers, both, increased 12 percent from 1973. In the nondurable goods category, the general merchandise group with nonstores closed the year with inventories 8 percent higher than in 1973, while apparel and accessory stores were up 3 percent. Food stores, drug and proprietary stores, and liquor stores reported inventory gains of 17 percent, 10 percent, and 5 percent, respectively.

For organizations operating 11 or more retail stores, the cost of merchandise held for sale on December 31, 1974, totaled

\$23.1 billion, or 10 percent greater than that held on December 31, 1973. Contributing largely to this increase were the general merchandise group with nonstores which accounted for 51 percent of the total inventories, experiencing a gain of 7 percent over the year and food stores, accounting for 21 percent of the total inventories, recording an increase of 20 percent from 1973.

Sales-Inventory Ratio

Annual sales of all retail stores in 1974 were 8.8 times the cost of year-end inventories. The ratio of sales to year-end inventories for nondurable goods stores was 11.9 in 1974, compared with 11.3 in 1973. The ratio for durable goods stores was 5.6 for 1974 compared with 6.6 for 1973.

Passenger car dealers showed a sales-inventory ratio of 6.1 in 1974 compared with 8.0 for the preceding year. The sales-inventory ratio for grocery stores at 19.9 in 1974 was unchanged from 1973 and the ratio for department stores increased from 7.7 in 1973 to 8.1 in 1974. Furniture and home furnishing stores dropped to 6.0 in 1974 from 6.6 in 1973, along with shoe stores which showed a slight decrease from 4.3 in 1973 to 4.1 in 1974.

Figure 6. Total Merchandise Inventories of All Retail Stores and Warehouses by Major Kind-of-Business Groups: End of Year 1974

(Merchandise inventories, at cost)

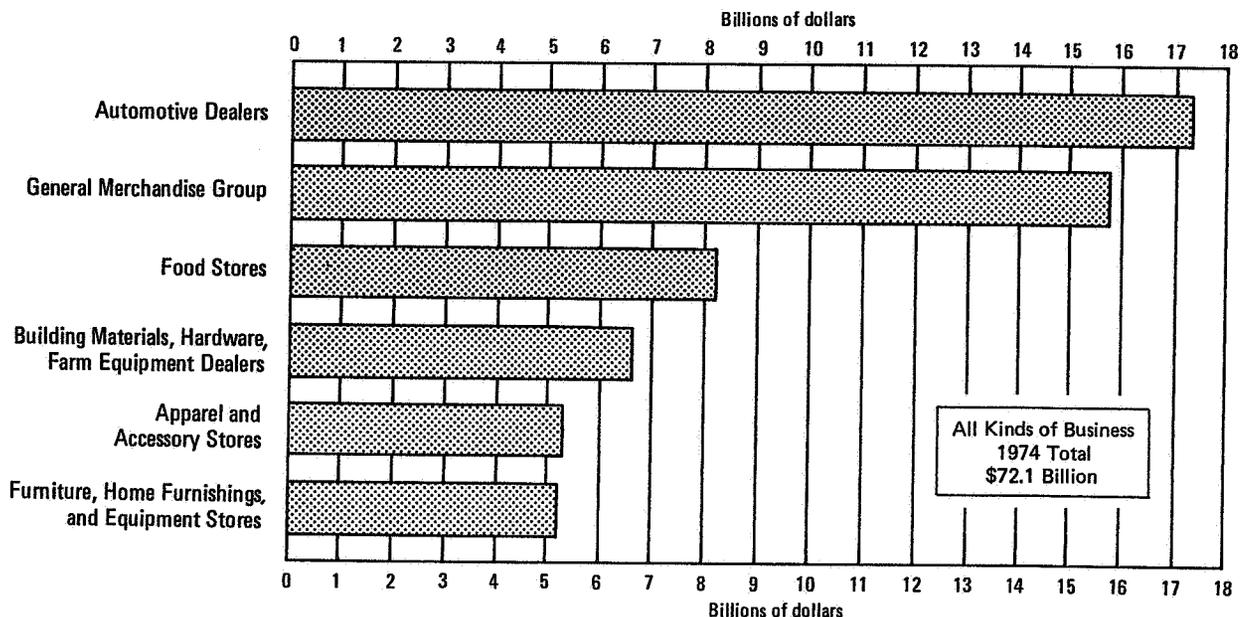


Table 12. Estimated Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses in the United States, by Kind of Business: End of Year 1974 and 1973

Kind of business	Merchandise inventories at cost (millions of dollars)						Sales inventory ratio ¹	
	Warehouses and stores			Stores			1974	1973
	1974	1973 ^r	Percent change	1974	1973 ^r	Percent change		
All kinds of business.....	72,056	63,661	+13	65,584	57,858	+13	8.8	9.2
Durable goods stores.....	33,747	29,094	+16	32,600	27,785	+17	5.6	6.6
Nondurable goods stores.....	38,309	34,567	+11	32,984	30,073	+10	11.9	11.3
Food stores, total.....	8,130	6,968	+17	6,284	5,435	+16	20.3	20.5
Grocery stores.....	7,825	6,712	+17	6,010	5,215	+15	19.9	19.9
Eating and drinking places.....	1,125	1,003	+12	1,085	933	+16	44.1	41.7
General merchandise group with nonstores.....	15,540	14,434	+8	13,038	12,500	+4	7.5	7.0
General merchandise group without nonstores (except department store mail order).....	15,117	14,020	+8	12,773	12,227	+4	7.2	6.6
Department store and dry goods general merchandise stores.....	12,283	11,156	+10	10,207	9,628	+6	7.5	7.1
Department stores.....	9,246	8,422	+10	7,499	7,117	+5	8.1	7.7
Variety stores.....	1,872	1,995	-6	1,627	1,730	-6	5.5	5.0
Mail order (department store merchandise).....	962	869	+11	939	869	+8	6.4	6.0
Apparel and accessory stores, total.....	5,280	5,151	+3	5,106	4,914	+4	5.1	5.3
Men's, boys' clothing, furnishings stores.....	1,330	1,199	+11	1,303	1,165	+12	4.4	4.7
Women's ready-to-wear stores.....	1,377	1,368	+1	1,360	1,339	+2	6.7	6.8
Shoe stores.....	1,033	1,095	-6	968	1,004	-4	4.1	4.3
Furniture, home furnishings and equipment stores, total.....	5,186	4,637	+12	4,673	4,053	+15	5.6	6.2
Furniture, home furnishings stores.....	2,896	2,642	+10	2,572	2,272	+13	6.0	6.6
Furniture stores.....	2,360	2,176	+8	2,072	1,850	+12	5.4	6.1
Household appliance, TV, radio stores.....	1,759	1,543	+14	1,590	1,339	+19	5.4	6.2
Household appliance stores.....	(S)	(S)	+7	(S)	(S)	+13	(S)	(S)
Building materials, hardware, farm equip. dealers, total.....	6,563	5,864	+12	6,306	5,528	+14	5.5	5.9
Building materials and hardware, total ²	4,425	4,150	+7	4,198	3,871	+8	5.6	6.2
Lumber and other building materials dealers ²	2,982	2,977	0	2,791	2,721	+3	6.6	6.8
Farm equipment dealers.....	2,138	1,714	+25	2,108	1,657	+27	4.6	5.3
Automotive dealers, total.....	17,255	14,635	+18	17,013	14,445	+18	5.8	7.4
Passenger car dealers ³	13,280	10,804	+23	13,200	10,761	+23	6.1	8.0
Passenger car dealers (franchised).....	12,302	10,151	+21	12,228	10,121	+21	6.1	8.0
Tire, battery, accessory dealers.....	1,903	1,767	+8	1,760	1,654	+6	4.7	4.7
Gasoline service stations.....	1,522	1,200	+27	1,426	1,133	+26	31.6	32.9
Drug and proprietary stores.....	3,131	2,842	+10	2,846	2,546	+12	6.4	6.4
Liquor stores.....	1,101	1,044	+5	957	917	+4	11.0	10.7

Note: Measures of sampling variability are provided on page 19. Group totals include kinds of business not shown separately.

^r Revised. See page 22 for a description of the procedures followed in revising the 1973 estimates. S Not shown because of high sampling variability.

¹ Based on only those establishments in business the full calendar year, except for those Group II establishments which may not have been in operation the entire year.

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

³ Includes franchised and nonfranchised car dealers.

Table 13. Estimated Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses of Organizations Operating 11 or More Retail Stores in the United States, by Kind of Business: End of Year 1974 and 1973

Kind of business	Merchandise inventories at cost (millions of dollars)						Sales-inventory ratio (stores only)	
	Warehouses and stores			Stores			1974	1973
	1974	1973 ^r	Percent change	1974	1973 ^r	Percent change		
All kinds of business.....	23,065	20,963	+10	17,783	16,617	+7	10.3	9.6
Durable goods stores.....	2,710	2,515	+8	2,293	2,098	+9	4.9	4.7
Nondurable goods stores.....	20,355	18,448	+10	15,490	14,519	+7	11.0	10.4
Food stores, total.....	4,933	4,095	+20	3,147	2,658	+18	20.9	21.2
Grocery stores.....	4,881	4,059	+20	3,109	2,630	+18	20.9	21.1
General merchandise group with nonstores.....	11,785	11,043	+7	9,475	9,265	+2	8.0	7.3
General merchandise group without nonstores (except department store mail order).....	11,652	10,902	+7	9,409	9,190	+2	7.8	7.1
Department stores and dry goods general merchandise stores.....	9,293	8,467	+10	7,314	7,002	+4	8.2	7.7
Department stores.....	8,087	7,392	+9	6,389	6,135	+4	8.3	7.9
Variety stores.....	1,446	1,605	-10	1,207	1,351	-11	5.9	5.1
Apparel and accessory stores, total.....	1,281	1,314	-3	1,127	1,146	-2	6.2	5.9
Men's boys' clothing, furnishing stores.....	169	172	-2	156	157	-1	5.1	4.8
Women's ready-to-wear stores.....	304	299	+2	290	283	+2	7.7	7.5
Shoe stores.....	409	456	-10	348	384	-9	5.2	5.0
Furniture, home furnishings, and equipment stores, total.....	558	451	+24	425	346	+23	6.1	6.6
Building materials, hardware, farm equipment dealers, total.....	775	715	+8	649	603	+8	5.5	5.3
Building materials and hardware, total ¹	657	606	+8	556	519	+7	6.0	5.8
Lumber and other building materials dealers ¹	565	537	+5	484	458	+6	5.9	5.8
Tire, battery, accessory dealers.....	714	679	+5	647	614	+5	3.5	3.7
Drug and proprietary stores.....	1,361	1,181	+15	1,086	921	+18	6.6	6.4
Liquor stores.....	318	283	+12	175	164	+7	13.1	13.1

Note: Group totals include data for kinds of business not shown separately.

^r Revised. See page 22 for a description of the procedures followed in revising the 1973 estimates.

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

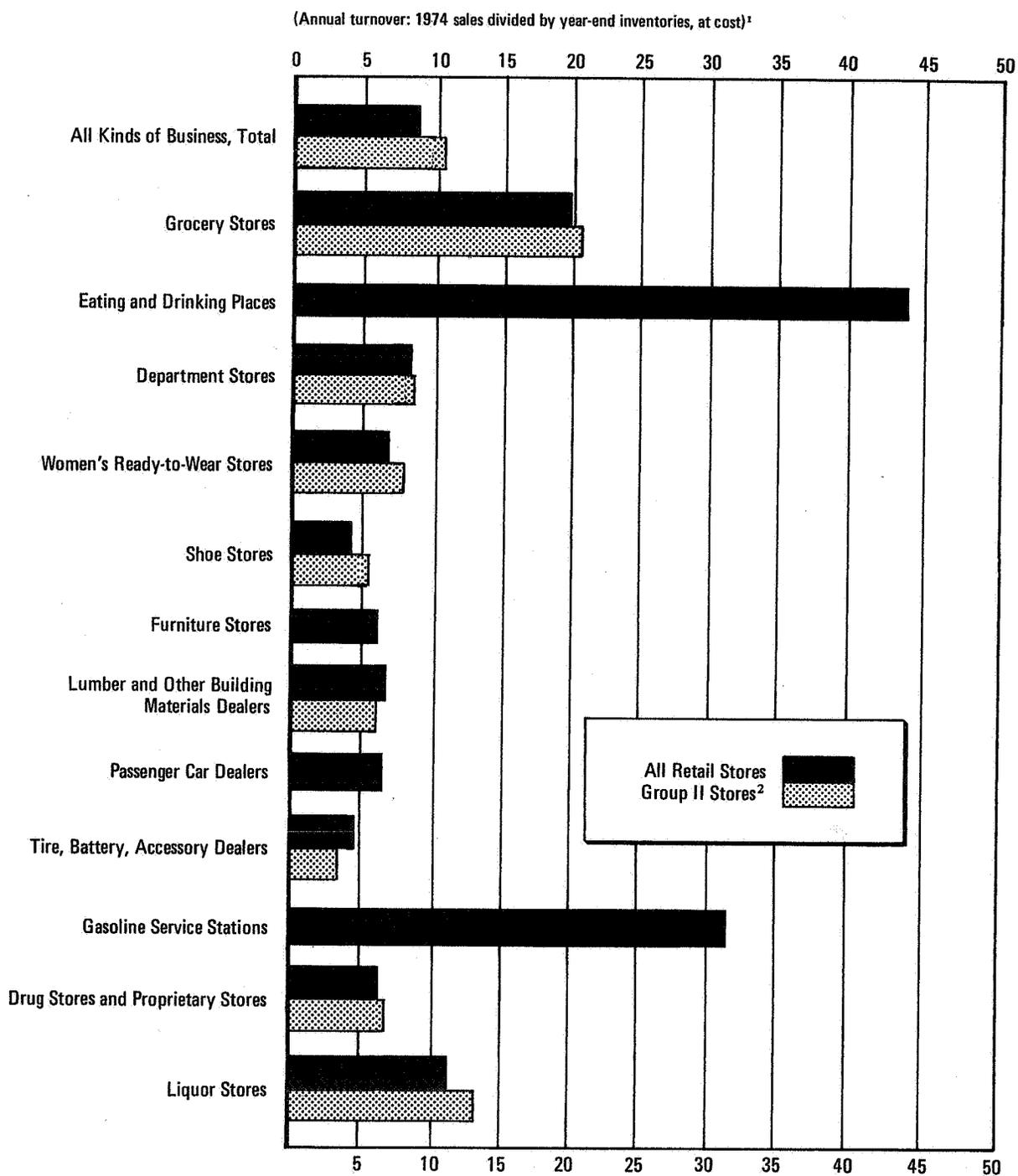
Table 14. Estimated Merchandise Inventories of All Retail Stores in the United States, by Legal Form of Ownership and Kind of Business : 1974

(Millions of dollars)

Kind of business	Total	Individual proprietorships	Partnerships	Corporations	Other legal forms
All kinds of business.....	72,056	9,652	3,298	58,277	829
Total (excluding automotive group)...	54,801	8,097	2,622	43,305	777
Durable goods stores.....	33,747	4,917	1,899	26,793	(Z)
Nondurable goods stores.....	38,309	4,735	1,399	31,484	691
Food stores.....	8,130	1,286	245	6,528	(Z)
Grocery stores.....	7,825	1,189	235	6,331	(Z)
Eating and drinking places.....	1,125	303	92	715	15
General merchandise group with nonstores.....	15,540	643	272	14,615	(Z)
Department stores.....	9,246	(Z)	(Z)	9,228	(Z)
Apparel and accessories stores, total.....	5,280	709	358	4,166	(Z)
Furniture, home furnishings and equipment stores, total.....	5,186	1,007	272	3,889	(Z)
Building materials, hardware, farm equipment dealers, total.....	6,563	958	505	5,067	(Z)
Automotive dealers, total.....	17,255	1,555	676	14,972	(Z)
Gasoline service stations.....	1,522	872	125	513	(Z)
Drug and proprietary stores.....	3,131	442	100	2,511	78

Z The dollar amount is less than 1 percent of all forms of ownership combined.

Figure 7. Sales-Inventory Ratios of All Retail Stores and Group II Stores, by Selected Kinds of Business: 1974



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.

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

ACCOUNTS RECEIVABLE

Retail stores in the United States reported a total of \$28.9 billion of accounts-receivable balances owed to them by customers as of December 31, 1974, or 7 percent more than the \$27.0 billion reported for the same date a year earlier. Credit balances on charge accounts and on installment accounts amounted to \$10.8 billion and \$18.1 billion, respectively, at the close of 1974, with charge accounts showing a year-to-year increase of .3 percent, while installment accounts increased 9 percent.

Receivable balances for nondurable goods stores amounted to \$20.3 billion in total, or 10 percent more than the amount owed at the close of 1973. Department stores reported unpaid balances totaling \$11.2 billion at the end of 1974 (39 percent of the total for all retail stores). Apparel and accessory stores with \$1.8 billion showed a 5-percent increase over the previous year.

Durable goods stores reported balances at the close of 1974 at \$8.6 billion, which was 1 percent more than the total reported a year ago. Contributing to these figures were dealers in building materials, hardware, farm equipment with \$2.4 billion,

up 1 percent from the previous year; automotive dealers, \$2.4 billion, up 1 percent; and furniture, home furnishings, and equipment stores, \$2.9 billion, down 2 percent.

More than 90 percent of the 1974 year-end credit balances due from customers of the general merchandise group with non-stores was on installment accounts. Installment accounts represented approximately 67 percent of total year-end 1974 outstanding balances for furniture, home furnishings, and equipment stores. In contrast, the credit balances outstanding for building materials, hardware, farm equipment dealers and for apparel and accessory stores were predominantly on charge accounts (93 percent and 57 percent, respectively). For automotive dealers, about 59 percent was outstanding due to charge accounts.

Stores of organizations operating 11 or more retail stores accounted for \$17.2 billion of total receivables at the end of 1974, compared with \$15.7 billion for 1973, an increase of 9 percent. Credit balances on charge accounts and on installment accounts amounted to \$2.0 billion and \$15.2 billion, respectively, at the close of 1974, with charge accounts showing no increase, while installment accounts increased 11 percent.

Figure 8. Total Accounts Receivable, Charge and Installment Accounts of All Retail Stores: End of Year 1974

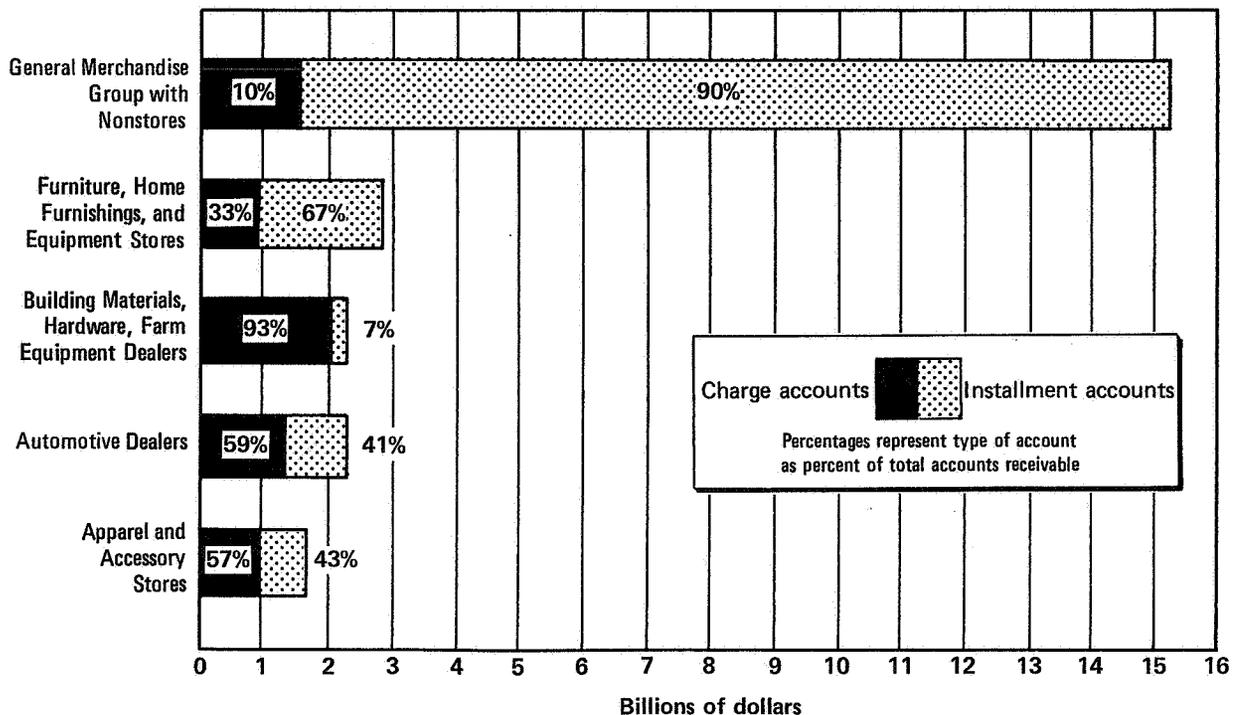


Table 15. Accounts Receivable of All Retail Stores in the United States, by Type of Account and Kind of Business: End of Year 1974 and 1973

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31		Percent change 1973 to 1974	December 31		Percent change 1973 to 1974	December 31		Percent change 1973 to 1974
	1974	1973 ^r		1974	1973 ^r		1974	1973 ^r	
Retail stores, total.....	28,916	27,031	+7	10,806	10,445	+3	18,110	16,586	+9
Durable goods stores, total.....	8,578	8,513	+1	5,207	5,180	+1	3,371	3,333	+1
Nondurable goods stores, total.....	20,338	18,518	+10	5,599	5,265	+6	14,739	13,253	+11
Food stores.....	314	301	+4	295	288	+2	(S)	(S)	(S)
Grocery stores.....	234	225	+4	(S)	(S)	(S)	(S)	(S)	(S)
Eating and drinking places.....	179	234	-24	(S)	(S)	(S)	(S)	(S)	(S)
General merchandise group with nonstores.....	15,299	13,893	+10	1,490	1,477	+1	13,809	12,416	+11
General merchandise group without nonstores (except department store mail order).....	14,743	13,348	+10	1,338	1,324	+1	13,405	12,024	+11
Department stores and dry goods, general merchandise stores.....	12,142	10,769	+13	1,293	1,272	+2	10,849	9,497	+14
Department stores.....	11,162	9,879	+13	1,114	1,009	+10	10,048	8,780	+14
Mail-order houses (dept. store merchandise).....	2,018	1,919	+5	(S)	(S)	(S)	(S)	(S)	(S)
Apparel and accessory stores, total.....	1,787	1,708	+5	1,013	1,011	0	774	697	+11
Women's ready-to-wear stores.....	716	697	+3	(S)	(S)	(S)	(S)	(S)	(S)
Furniture, home furnishings, and equipment stores, total.....	2,870	2,920	-2	953	1,011	-6	1,917	1,909	0
Furniture, home furnishings stores.....	2,133	2,175	-2	662	732	-10	1,471	1,443	+2
Furniture stores.....	1,956	1,981	-1	(S)	(S)	(S)	(S)	(S)	(S)
Household appliances, T.V., radio stores.....	619	645	-4	(S)	(S)	(S)	387	406	-5
Household appliance stores.....	531	551	-4	(S)	(S)	(S)	(S)	(S)	(S)
Building, materials, hardware, farm equipment dealers, total.....	2,376	2,362	+1	2,217	2,199	+1	159	163	-2
Lumber and other building materials dealers ¹	1,704	1,727	-1	1,638	1,660	-1	(S)	(S)	(S)
Automotive dealers, total.....	2,376	2,344	+1	1,406	1,390	+1	970	954	+2
Passenger car dealers ²	1,089	1,100	-1	(S)	(S)	(S)	(S)	(S)	(S)
Passenger car dealers (franchised).....	1,003	1,012	-1	864	863	0	(S)	(S)	(S)
Tire, battery, accessory dealers.....	1,208	1,156	+4	(S)	(S)	(S)	773	740	+4
Gasoline service stations.....	425	374	+14	418	365	+15	(S)	(S)	(S)

Note: Measure of sampling variability shown on page 21.

^r Revised.

S Not shown because of high sampling variability.

¹ Includes lumber yards, building materials dealers, paint, plumbing, and electrical stores.² Includes both franchised and nonfranchised car dealers.

Table 16. Accounts Receivable of Retail Stores of Organizations Operating 11 or More Retail Stores in the United States, by Type of Account and Kind of Business: End of Year 1974 and 1973

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31		Percent change 1973 to 1974	December 31		Percent change 1973 to 1974	December 31		Percent change 1973 to 1974
	1974	1973 ^r		1974	1973 ^r		1974	1973 ^r	
Retail stores, total.....	17,178	15,704	+9	1,975	1,972	0	15,203	13,732	+11
Durable goods stores, total.....	1,911	1,910	0	428	455	-6	1,483	1,455	+2
Nondurable goods stores, total.....	15,267	13,794	+11	1,547	1,517	+2	13,720	12,277	+12
General merchandise group with nonstores.....	14,003	12,635	+11	915	917	0	13,088	11,718	+12
General merchandise group without nonstores (except department store mail order).....	13,632	12,254	+11	834	829	+1	12,798	11,425	+12
Department stores and dry goods, general merchandise stores.....	11,188	9,848	+14	800	789	+1	10,388	9,059	+15
Department stores.....	10,403	9,143	+14	763	749	+2	9,640	8,394	+15
Apparel and accessory stores, total.....	745	665	+12	209	184	+14	536	481	+11
Tire, battery, accessory dealers.....	743	737	+1	(S)	(S)	(S)	(S)	(S)	(S)

Note: Measures of sampling variability are shown on page 21. Totals include data for kinds of business not shown separately.

^r Revised.

S Not shown because of high sampling variability.

SAMPLE DESIGN AND RELIABILITY OF THE DATA

Sample Design

Data on purchases and inventories were derived from the 1974 Annual Retail Trade Survey, which was essentially based on the probability sample used after July 1971 to produce national monthly estimates of retail sales published in the *Monthly Retail Trade Report*. A detailed description of the monthly sample is shown in the *Monthly Retail Trade Report*. Statistics on annual sales and end-of-year accounts receivable shown in this publication were derived from monthly retail trade data published in the January 1975 *Monthly Retail Trade Report*.

1974 annual sample consists of the following components:

A. Group II organizations, i.e., firms which in the 1967 Census of Business were reported as operating 11 or more retail stores are included in the sample regardless of the location in the United States. (NOTE: In the annual survey, Group II organizations were requested to report all retail stores of their subsidiaries; whereas, for the monthly survey, a sample was selected for separate reporting by subsidiaries assigned separate employer identification (EI) numbers, as described below for Group I firms.)

B. Group I comprises all remaining retailers as indicated below.

1. A sample is selected from the list of retail employers who make Social Security payments for their employees under the Federal Insurance Contribution Act (FICA).

The list sample is drawn from two sources. The major part of the sample is drawn from the County Business Patterns (CBP) file (a tabulation each year of generally first-quarter payroll reported by FICA taxpayers) using kind-of-business codes derived from the quinquennial economic censuses. New retail employers not included in this tabulation are represented by a sample drawn from the employer births provided by the Social Security Administration. The basic sampling unit is the employer identification (EI) number assigned to each business employer.

Firms selected for the list sample are placed on four rotating panels (except very large businesses which are selected with certainty and are placed on a fixed panel). Rotating panel firms report current and previous month's data three times a year, while fixed panel firms report each month. For the Annual Retail Trade Survey, all of the fixed panel firms and firms on two of the four rotating panels were selected to participate.

2. All retailers not on the list described above are represented by business establishments found in a probability sample of land segments. This area sample is a two-stage sample. In the first stage, a sample of 58 primary sampling units (single counties or small groups of contiguous counties) were drawn with

probability proportionate to (population) size. Each selected primary sampling unit (PSU) was then subdivided into small land segments containing at the time of selection an average of about four retail stores each. A subsample of these land segments was drawn in each PSU at an overall rate of 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). About 420 such land segments are included in the sample each month.

All retail establishments in these selected land segments are canvassed. Sufficient information (mainly concerning its EI number) is obtained to determine whether the business has had a chance of selection in the list sample component. If it has no EI number or if its EI number fails to match either the list sample universe or the current FICA mailing list, it is tabulated in the area sample. The area sample thus includes businesses without employees and employers, mainly recent births, not represented in the list sources.

Firms selected for the area sample are placed on 12 rotating panels and report current and previous-month data once a year. Firms in 2 of the 12 panels are selected to participate in the Annual Retail Trade Survey.

Reliability of the Data

Because the estimates 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 17 to 22. 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 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. Sampling errors shown are also subject to possibly high sampling variability. Although certain data not expressly shown in this publication may be derived by subtraction, 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 6 percent for inventories, 7 percent for merchandise purchases, and 9 percent for sales.

Table 17. Estimated Sampling Variability for Sales, Purchases, and Inventory Estimates

Kind of business	Sampling variability (percent)					Kind of business	Sampling variability (percent)				
	Dollar volume estimate			Year-to-year ratio			Dollar volume estimate			Year-to-year ratio	
	Sales	Pur-chases	Inventory (stores and warehouses)	Pur-chases	Inventory (stores and warehouses)		Sales	Pur-chases	Inventory (stores and warehouses)	Pur-chases	Inventory (stores and warehouses)
United States.....	1	1	1	1	1	Furniture, home furnishings, and equipment stores.....	3	3	2	2	1
Durable goods stores...	1	1	2	1	2	Furniture, home furnishings stores.....	3	6	5	2	3
Nondurable goods stores	1	1	1	(Z)	1	Furniture stores.....	3	6	5	2	3
Food stores, total.....	1	2	2	1	1	Household appliance, TV, radio stores.....	5	6	7	3	5
Grocery stores.....	1	2	2	1	1	Household appliance stores.	5	7	(X)	3	6
Eating and drinking places....	2	3	4	3	3	Building materials, hardware, farm equipment dealers, total.	3	4	4	4	5
General merchandise group with nonstores.....	1	1	2	(Z)	1	Building materials and hardware, total ¹	4	6	5	4	5
General merchandise group without nonstores.....	1	1	2	1	1	Lumber and other building materials dealers.....	3	6	5	4	5
Department stores and dry goods, general merchandise stores.....	1	1	2	1	1	Hardware stores.....	5	(X)	(X)	(X)	(X)
Department stores.....	1	(Z)	(Z)	(Z)	(Z)	Farm equipment dealers.....	(X)	7	7	4	3
Variety stores.....	2	2	2	1	1	Automotive dealers, total.....	2	2	2	1	2
Mail-order houses(department stores merchandise)..	1	(Z)	1	(Z)	1	Passenger car dealers.....	2	2	3	1	2
Apparel and accessory stores, total.....	2	4	3	2	2	Passenger car dealers (franchised).....	2	2	2	1	1
Men's, boys' clothing furnishings stores.....	5	6	6	4	3	Tire, battery, accessory dealers.....	3	6	5	4	3
Women's ready-to-wear stores.	3	9	5	3	4	Gasoline service stations.....	2	3	6	2	4
Shoe stores.....	3	5	5	2	2	Drug and proprietary stores...	2	4	4	3	3
						Liquor stores.....	3	5	5	3	3

Note: The estimates of sampling variabilities shown above for sales are based on annual sales published in the Monthly Retail Trade Report for January 1970, while those for purchases are based on 1974 and 1973 annual purchases estimates. Those for inventory are based on December 1974 and 1973 merchandise inventory estimates.

X Not applicable.

Z Sampling variability is less than 0.5 percent.

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

Symbols used for the estimated sampling variability ranges, tables 18, 19, 20, and 21: A = 0 to 3.5 percent, B = 3.6 to 7.0 percent, C = 7.1 to 10.5 percent.

Table 18. Estimated Range of Sampling Variability of Sales of All Retail Stores for Geographic Regions, by Kind of Business

Kind of business	Dollar volume sales estimates			
	Northeast	North Central	South	West
Retail stores, total.....	A	A	A	A
Durable goods stores.....	A	A	A	A
Nondurable goods stores.....	A	A	A	A
Food stores, total.....	A	A	A	B
Grocery stores.....	A	A	A	B
Eating and drinking places.....	B	B	B	C
GAF ¹ , total.....	A	A	A	A
General merchandise group ²	A	A	A	A
Department stores.....	A	A	A	A
Apparel and accessory stores, total.....	B	B	B	B
Furniture, home furnishings and equipment stores, total.....	B	B	B	C
Building materials, hardware, farm equipment dealers, total.....	(X)	B	B	(X)
Automotive dealers, total.....	(X)	A	B	(X)
Gasoline service stations.....	B	B	B	B
Drug and proprietary stores.....	C	B	B	B

X Not applicable.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise. ²Includes nonstores.

Symbols used for the estimated sampling variability ranges, tables 18, 19, 20, and 21: A = 0 to 3.5 percent, B = 3.6 to 7.0 percent, C = 7.1 to 10.5 percent

Table 19. Estimated Range of Sampling Variability of Sales for Standard Consolidated Areas and Specified Standard Metropolitan Statistical Areas

Statistical area	Dollar volume (sales estimates)			Statistical area	Dollar volume (sales estimates)		
	Total	Nondurable	GAF ¹		Total	Nondurable	GAF ¹
STANDARD CONSOLIDATED AREA				STANDARD METROPOLITAN STATISTICAL AREA--Continued			
Chicago, Ill.-Northwestern Indiana.....	A	A	A	Detroit, Mich.....	A	A	A
New York, N.Y.-Northeastern New Jersey.....	A	A	A	Houston, Tex.....	(X)	(X)	A
STANDARD METROPOLITAN STATISTICAL AREA				Kansas City, Mo-Kans.....	(X)	(X)	A
Baltimore, Md.....	(X)	(X)	B	Los Angeles-Long Beach, Calif.	A	A	A
Boston, Mass.....	(X)	(X)	B	Minneapolis-St. Paul, Minn..	(X)	(X)	A
Chicago, Ill.....	A	A	A	New York, N.Y.....	A	A	A
Cleveland, Ohio.....	(X)	(X)	A	Philadelphia, Pa.-N.J.....	B	B	B
Dallas, Tex.....	(X)	(X)	C	Pittsburgh, Pa.....	B	B	B
				St. Louis, Mo.-Ill.....	B	C	A
				San Francisco-Oakland, Calif.	A	B	B
				Washington, D.C.-Md.-Va.....	A	A	B

X Not applicable.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

Table 20. Estimated Range of Sampling Variability of Sales for Geographic Divisions, by Kind of Business

Kind of business	Dollar volume sales estimates								
	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific
Total.....	A	A	A	A	A	B	A	B	A
Durable goods stores.....	B	B	A	A	B	(X)	B	(X)	A
Nondurable goods stores.....	A	A	A	B	A	B	A	B	A
Food stores, total.....	B	(X)	A	B	(X)	C	B	B	B
Eating and drinking places.....	(X)	B	B	(X)	B	(X)	(X)	(X)	C
GAF ¹ , total.....	B	A	A	B	A	B	A	B	A
General merchandise group ²	(X)	A	A	B	A	A	A	B	A
Apparel and accessory stores, total.....	(X)	B	B	(X)	B	(X)	(X)	(X)	(X)
Gasoline service stations.....	C	B	B	B	B	(X)	(X)	(X)	(X)
Drug and proprietary group.....	(X)	C	B	(X)	C	(X)	(X)	(X)	(X)

X Not applicable.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department-store types of merchandise.

²Includes nonstores.

Symbols used for the estimated sampling variability ranges, tables 18, 19, 20, and 21: A = 0 to 3.5 percent, B = 3.6 to 7.0 percent, C = 7.1 to 10.5 percent.

Table 21. Estimated Range of Sampling Variability of All Retail Stores for Specified Large States

State	Dollar volume sales estimate			State	Dollar volume sales estimate			State	Dollar volume sales estimate		
	Total	Non-durable	GAF ¹		Total	Non-durable	GAF ¹		Total	Non-durable	GAF ¹
California.....	A	A	A	Michigan.....	B	B	(X)	North Carolina.	A	(X)	(X)
Florida.....	A	A	(X)	Minnesota.....	B	(X)	(X)	Ohio.....	A	B	(X)
Illinois.....	A	A	A	Missouri.....	B	(X)	(X)	Pennsylvania....	A	A	A
Indiana.....	B	(X)	(X)	New Jersey....	B	A	(X)	Texas.....	B	B	(X)
Massachusetts..	A	A	(X)	New York.....	A	A	A	Wisconsin.....	B	(X)	(X)

X Not applicable.

¹Stores in the general merchandise, apparel, and furniture and appliance groups; these are stores specializing in department store types of merchandise.

Table 22. Sampling Variability for Accounts Receivable Estimates of Retail Stores

Kind of business	Sampling variability of dollar volume estimates (percent)					
	All stores			Group II stores		
	Total	Charge accounts	Installments	Total	Charge accounts	Installments
Retail stores, total.....	1	1	1	1	2	1
Durable goods stores, total.....	2	2	4	2	3	5
Nondurable goods stores, total.....	1	2	1	(Z)	2	(Z)
Food stores, total.....	6	6	(¹)	(¹)	(¹)	(¹)
Grocery stores.....	8	(¹)				
Eating and drinking places	9	(¹)				
General merchandise group with nonstores.....	1	2	1	(Z)	2	(Z)
Department stores and dry goods, general merchandise stores.....	1	2	(Z)	(Z)	2	(Z)
Department stores.....	(Z)	1	(Z)	(Z)	1	(Z)
Mail order (department store merchandise).....	(Z)	(¹)				
Apparel and accessory stores, total.....	4	4	6	4	5	2
Women's ready-to-wear stores.....	5	(¹)				
Furniture, home furnishings, and equip. stores, total	5	4	7	(¹)	(¹)	(¹)
Furniture, home furnishing stores.....	6	6	9	(¹)	(¹)	(¹)
Furniture stores.....	7	(¹)				
Household appliances, TV, radio stores.....	10	(¹)	10	(¹)	(¹)	(¹)
Household appliance stores.....	11	(¹)				
Building materials, hardware, farm equipment dealers, total.....	3	3	12	(¹)	(¹)	(¹)
Lumber and other building materials dealers ²	4	4	(¹)	(¹)	(¹)	(¹)
Automotive dealers, total.....	2	3	4	(¹)	(¹)	(¹)
Passenger car dealers.....	3	(¹)				
Passenger car dealers (franchised).....	2	2	(¹)	(¹)	(¹)	(¹)
Tire, battery, accessory dealers.....	4	(¹)	3	3	(¹)	(¹)
Gasoline service stations.....	6	6	(¹)	(¹)	(¹)	(¹)

¹ Sampling variability is less than 0.5 percent.

² Data not shown in tables 15 and 16 because of high sampling variability.

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

Note: The estimates of the sampling variabilities are based on final accounts receivable estimates for the months of February through May 1973.

REVISION OF INVENTORY AND PURCHASES ESTIMATES

Beginning with the publication of data for 1971, estimates of inventories and purchases for Group II organizations developed from the Annual Retail Trade Survey have been modified each year to provide a more up-to-date distribution by kind of business than that derived directly from the annual survey. Prior to the adoption of this modification, estimates by kind of business were based primarily on the results of the latest census of retail trade. With the passage of time, this method has become less valid, particularly for large companies opening new stores in classifications different from their historical kind of business. The problem was especially acute in the department store area, where the substantial growth taking place among companies expanding into this area was not being reflected.

The adjustment instituted with the 1971 estimates related the current year's estimates of inventories and purchases to the difference between the annual sales estimate obtained in the annual survey and the sum of the 12 monthly sales figures for the year by kind of business. This produced a distribution of inventory and purchases comparable to that provided by the monthly retail trade program. The adjustment also resulted in lowering the reported level of estimates from the annual survey for Group II firms. Since it was believed that annual estimates of Group II firms, which were based on a company rather than an employee identification number report, were probably overstated, this result was considered desirable. As a result of these modifications, revisions to the inventory and purchases estimates reported in the annual survey were as follows:

	Inventory	Purchases
1971	-1.1%	-0.9%
1972	-1.5	-1.1
1973	-0.7	-0.6

Results now available from the 1972 Census of Retail Trade, however, indicate that the downward adjustment of estimates for the previous 3 years was not appropriate. Thus, the procedure for adjusting inventory and purchases estimates for Group II firms has been revised; and estimates for 1973 and 1974 shown in this report have been calculated using a new methodology. The total Group II inventory and purchases estimates reported in the annual survey were prorated according to the derived relative importance of inventories or purchases for each published kind-of-business category.

Results of the new adjustment procedure provide a distribution of inventories and purchases corresponding to that obtained in the monthly retail sales survey but retain the dollar-volume levels reported in the annual company survey. Revised estimates for 1973 are shown in this publication. Similar revised estimates for 1971 and 1972 and a more detailed description of the adjustment procedure are available upon request to Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Appendix A. EXPLANATORY MATERIAL

Definition of Terms

Retail Trade

This category 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 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

Retail stores are defined as 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

Sales include 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 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 Purchases

Merchandise purchases include the total cost, after deduction of returns and discounts for early payment, of delivered merchandise which was purchased for resale during the year, whether or not payment for the merchandise was made during

the year. Merchandise purchases data include cash and credit purchases made at central offices and company warehouses. Also included is the cost of goods in transit where title has passed to the purchaser.

Companies engaged in both manufacturing and retail operations, reported purchases as the cost value of intercompany transfers from their plants or warehouses to their retail stores. These companies also reported the cost of outside purchases.

Merchandise purchases exclude expenditures for supplies or equipment for company use and not for resale, the cost of raw materials or parts purchased for manufacture into a finished product, and goods included in the purchase price of a business.

Merchandise Inventories

Merchandise inventories include stocks of goods (valued at cost) held for sale through retail stores. Merchandise inventories are shown for stores and warehouses combined and stores only. Included are only those warehouses which maintained supplies 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 year, except for some businesses which used the fiscal year rather than the calendar year for accounting purposes. About 28 percent of the retail inventory total refers to a fiscal-year end other than December 31, but this varied by kind of business (from about 61 percent for stores in the general merchandise group to about 7 percent for stores in the automotive group). Inventory data for a date other than December 31, 1974, have been accepted and included in the tabulations without adjustment.

Sales-Inventory Ratio

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

The sales-inventory ratios, shown in tables 12 and 13, are based on data for only those stores in operation throughout the full year which reported both sales and inventory, except for the ratios for organizations with 11 or more retail stores. These ratios are derived from annual sales figures containing sales of some stores not in operation the full year and end-of-year inventories of stores that began operating during 1974. Ratios for all stores and organizations with 11 or more stores are based on store inventories only and do not include warehouse inventories.

For some kinds of business, a slightly different sales-inventory ratio can be obtained by dividing the sales estimates in table 1 or 2 by the corresponding inventory estimates in table 12 or 13. For example, the all-store sales-inventory ratio for furniture stores would be 5.3 ($10969 \div 2072$), compared with

5.4 for the published ratio in table 12. The ratio obtained under this procedure is based on data for all stores, including those that began or ceased operation in 1974, and it also includes estimates for nonreporters.

Accounts Receivable

Retail accounts receivable are amounts owed to retail stores by their customers for purchases made on credit. The data in this report refer to receivables outstanding as of the end of the year, including receivables against which the firm has borrowed. However, credit paper discounted or sold to others (e.g., con-

sumer credit paper sold to financial institutions or collecting agencies) and amounts actually charged off as bad debts are excluded. Also excluded are accounts charged on credit cards issued by oil companies, banks, and other such organizations that issue credit cards.

Charge accounts are amounts outstanding for which full payment is scheduled to be made at the end of the customary billing period.

Installment accounts are amounts outstanding for which payment is scheduled to be made in two or more parts. Revolving accounts are included in this category.

Description of Kinds of Business

The kinds of business shown in this report parallel broad classifications defined in the 1967 edition of the *Standard Industrial Classification (SIC) Manual*. The retail statistics are based on establishment rather than commodity or product reporting. With the exception of "nonstore" establishments, each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. "Nonstore" establishments (i.e., mail-order houses, merchandise vending machine operators, and direct selling establishments) comprise a separate category and are included in the general merchandise group, regardless of the products sold. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services and are not limited to sales of the major product or products.

Durable goods stores include all retail stores in the following major groups: Furniture, home furnishings, and equipment group; building materials, hardware, and farm equipment group; and the automotive group. Also included in the durable goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; antique and secondhand stores; gift, novelty, and souvenir shops; optical goods stores; camera and photographic supply stores; and other miscellaneous durable goods stores engaged in the retail sale of specialized lines of merchandise not elsewhere classified such as luggage and leather goods; typewriters; hobby, toys, and games; religious goods; etc.

Nondurable goods stores include all retail stores in the following major groups: Food stores; eating and drinking places; the general merchandise group; apparel and accessory stores; and gasoline service stations. Also included in the nondurable goods category are liquor stores; drug and proprietary stores; fuel oil and bottled gas dealers; fuel and ice dealers; florists; hay, grain, and feed stores; farm and garden supply stores; stationery stores; news dealers and newsstands; and cigar stores and stands.

A description of each kind of business included in the estimates in this report is given below.

DURABLE GOODS

Building Materials, Hardware, and Farm Equipment Dealers (SIC 52)

This major group includes retail establishments engaged in selling—for all types of construction—lumber, building mate-

rials, and basic lines of hardware such as tools, builders' hardware, paint and glass, electrical supplies, roofing materials, and other equipment and supplies. Also included are farm equipment dealers and establishments engaged in selling to contractors and/or the general public.

Lumber and Other Building Materials Dealers (SIC 5211)—Establishments primarily engaged in selling to building contractors or to the general public a general line of building materials such as rough or dressed lumber; flooring, molding, doors, sash, frames, and other millwork of all materials; roofing, siding, shingles, and wallboard of all materials; insulation; and brick, tile, cement, sand, gravel, and other building materials and construction supplies.

Plumbing, Heating, and Air-Conditioning Equipment Dealers (SIC 5221)—Establishments primarily engaged in the retail sale of plumbing, heating, and air-conditioning equipment and supplies.

Paint, Glass, and Wallpaper Stores (SIC 5231)—Establishments primarily engaged in the retail sale of paint, glass, and wallpaper or any combination of these lines.

Electrical Supply Stores (SIC 5241)¹—Establishments primarily engaged in the retail sale of electrical supplies such as lighting fixtures, lamp bulbs, wiring, cable and fuse boxes.

Hardware Stores (SIC 5251)—Establishments primarily engaged in the retail sale of a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials.

Farm Equipment Dealers (SIC 5252)—Establishments primarily engaged in the retail sale of new and/or used farm machinery and equipment and farm production supplies. These establishments also usually carry lines of farm hardware and miscellaneous farm supplies.

Automotive Dealers (SIC 55)

This major group includes retail dealers selling new and used automobiles and new parts and accessories; aircraft and marine

¹Data for this kind of business are not shown separately but are included in the major group totals.

dealers; and mobile home dealers. Included are body shops rated by those who also sell new automobiles.

Passenger Car Dealers (Franchised) or Motor Vehicle Dealers—New and Used (SIC 5511)—Establishments primarily engaged in the sale of new automobiles or new and used foreign or domestic automobiles. These establishments frequently maintain repair departments and used car lots and carry stocks of replacement parts, tires, batteries, and automotive accessories. Used car lots and repair departments operated by franchised new passenger car dealers are not considered separate locations.

Passenger Car Dealers (Nonfranchised) or Motor Vehicle Dealers—Used Cars Only (SIC 5521)¹—Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

Tire, Battery, and Accessory Dealers (SIC 5531)—Establishments primarily engaged in the retail sale of automobile tires, batteries, and other automobile parts and accessories. These establishments frequently sell additional lines of merchandise such as household appliances, radios and television sets, sporting goods, housewares, and hardware.

Other Automotive Dealers (SIC 559)¹—Establishments primarily engaged in the retail sale of (1) household trailers, mobile homes and recreational vehicles, (2) motorboats and other watercraft and marine supplies, and (3) aircraft, motorcycles, and other automotive products not elsewhere classified.

Furniture, Home Furnishings and Equipment Stores (SIC 57)

This major group includes retail stores selling goods used for furnishing the home such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other electrical and gas appliances.

Furniture Stores (SIC 5712)—Establishments primarily engaged in the retail sale of household furniture. These stores also may sell home furnishings, major appliances, and floor coverings.

Floor Covering Stores (SIC 5713)¹—Establishments primarily engaged in the retail sale of floor coverings and related products.

Drapery, Curtain, and Upholstery Stores (SIC 5714)¹—Establishments primarily engaged in the retail sale of draperies, curtains, slipcovers, and upholstery materials.

China, Glassware, and Metalware Stores (SIC 5715)¹—Establishments primarily engaged in the retail sale of china, glassware, crockery, tinware, enamelware, aluminumware, stainless steel flatware, cutlery, and other metalware for table and kitchen use.

Miscellaneous Home Furnishing Stores (SIC 5719)¹—Establishments primarily engaged in the retail sale of miscellaneous

¹Data for this kind of business are not shown separately but are included in the major group totals.

furnishings such as brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, and window shades.

Household Appliance Stores (SIC 5722)—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many also sell radio and television sets. Included are stores operated by public utility companies primarily engaged in the sale of electric and gas appliances for household use.

Radio and Television Stores (SIC 5732)¹—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity and sound-reproducing equipment. The establishments may also sell additional lines such as household appliances, musical instruments, and records.

Music Stores (SIC 5733)¹—Establishments primarily engaged in the retail sale of musical instruments, phonograph records and albums, sheet music, and similar musical supplies.

Miscellaneous Durable Goods Stores (SIC 59, part)

This includes all retail durable goods stores not elsewhere classified.

Antique and Secondhand Stores (SIC 5932, SIC 5933)²—Establishments primarily engaged in the retail sale of antique furniture and home furnishings, glassware, and objects of art in addition to those establishments selling secondhand merchandise such as apparel, furniture, appliances, books, automotive parts, musical instruments, etc., in any combination. Pawnshops and pawnbrokers are included in this industry.

Book Stores (SIC 5942)²—Establishments primarily engaged in the retail sale of new books and periodicals. Stationery and related items are also frequently sold.

Sporting Goods Stores (SIC 5952)²—Establishments primarily engaged in the retail sale of general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

Bicycle Shops (SIC 5953)²—Establishments primarily engaged in the retail sale of bicycles and bicycle parts and accessories.

Jewelry Stores (SIC 5971)—Establishments primarily engaged in the retail sale of any combination of lines of jewelry such as diamonds and other precious stones mounted in precious metals such as rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Hobby, Toy and Game Shops (SIC 5995)²—Establishments primarily engaged on the retail sale of toys, games, and hobby kits and supplies.

¹Data for this kind of business are not shown separately but are included in the major group totals.

²Data for this kind of business are not shown separately but are included in the durable goods stores total.

Camera, Photographic Supply Stores (SIC 5996)—Establishments primarily engaged in the retail sale of cameras, films, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

Gift, Novelty, and Souvenir Shops (SIC 5997)²—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenir, and miscellaneous small art goods such as greeting cards and holiday decorations.

Optical Goods Stores (SIC 5998)²—Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from eye examinations and prescribing eyeglasses or contact lenses.

Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999)²—Establishments primarily engaged in the retail sale of specialized lines of merchandise such as collectors' items and supplies, artists' supplies, orthopedic and artificial limbs, drafting materials, typewriters, luggage and other leather goods, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

NONDURABLE GOODS

General Merchandise Group (SIC 53)

This major group includes retail stores which sell a number of lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included are the group generally known as department stores, variety stores, general merchandise stores, general stores, etc., as well as mail-order houses. Also included in this group are those nonstore retailers primarily engaged in the sale of products by means of automatic merchandising units, often referred to as vending machine operators, mail-order catalog outlets (at desks, stores, by telephone, or through mail-order houses), and those primarily engaged in the sale of merchandise by house-to-house canvass.

Department Stores (SIC 5311)—These retail stores carry a general line of apparel such as suits, coats, dresses, and furnishings; home furnishings such as furniture, floor coverings, curtains, draperies, linens, and major household appliances; and housewares such as table and kitchen appliances, dishes and utensils. These and other merchandise lines are normally arranged in separate sections or departments with the accounting on a departmentalized basis. The departments and functions are integrated under a single management. In general, a retail store is classified as a department store if it normally has 25 or more employees and sells some items in each of the following lines of merchandise with no one of the lines exceeding 80 percent of total sales: (1) Furniture, home furnishings, appliances, radio and TV sets; (2) a general line of apparel for the family; and (3) household linens and dry goods. The 80-percent limitation for any one category does not apply for establishments with total annual sales of more than \$5 million, provided the combined sales of the other two merchandise line groups exceed \$500,000. So-called discount stores are included as department stores, provided they meet the criteria described above.

²Data for this kind of business are not shown separately but are included in the durable goods stores total.

Mail-Order Houses (Department Store Merchandise) (SIC 5321, part)³—Establishments with normally 25 or more employees primarily engaged in the retail sale of a general line of merchandise similar to that sold by department stores and by catalog and mail order.

Other Mail-Order Houses (SIC 5321, part)¹—Establishments primarily engaged in the retail sale of a specialized or limited line of merchandise such as food, automotive merchandise, apparel, books, stationery, etc., by catalog and mail order.

Variety Stores (SIC 5331)—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These stores are frequently known as 5 and 10 cent stores and 5 cents to a dollar stores, although merchandise is usually sold outside these price ranges.

Automatic Merchandising, Machine Operators (SIC 5341)¹—Establishments primarily engaged in the retail sale of products by means of automatic merchandising units.

Direct Selling Establishments (SIC 5351)¹—Establishments primarily engaged in the retail sale of merchandise by house-to-house canvass.

Miscellaneous General Merchandise Stores (SIC 5399)¹—Establishments primarily engaged in the retail sale of several lines of merchandise including household linens and dry goods such as piece goods, linens, blankets, spreads, and other dry goods, and/or a combination of apparel, hardware, housewares, or home furnishings and other lines in limited amounts, and/or sewing and knitting supplies, patterns, lace, and notions. Establishments selling commodities covered in the definition for department stores, but normally having less than 25 employees, and stores usually known as country general stores are included in this industry.

Food Stores (SIC 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Grocery Stores (SIC 5411)—Establishments commonly known as supermarkets, grocery stores, and delicatessen stores primarily engaged in the retail sale of a wide variety of canned or frozen foods such as vegetables, fruits, and soups; dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour and crackers, and other processed food and nonedible grocery items. In addition, these establishments often sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats.

Meat and Fish (Seafood) Markets (SIC 5421)—Establishments primarily engaged in the retail sale of fresh, frozen, or cured meats, fish, shellfish, and other seafood. Frequently these establishments also sell poultry, dairy products, eggs, some

¹Data for this kind of business are not shown separately but included in the major group totals.

³Sales made by mail-order catalog desks located within department stores of mail-order firms and the free-standing catalog-order stores of department store firms are included here.

groceries, and items commonly used in preparing seafood or consumed with seafood.

Fruit Stores and Vegetable Markets (SIC 5431)¹—Establishments primarily engaged in the retail sale of fresh fruits and vegetables. These establishments frequently carry a limited line of grocery items. Roadside stands where farmers sell their own products are not included.

Candy, Nut, and Confectionery Stores (SIC 5441)¹—Establishments primarily engaged in the retail sale of candy, nuts, sweetmeats, and other confections. A soda fountain or lunch counter is frequently operated in these stores. Also included are candy and popcorn stands located in motion picture theaters.

Dairy Products Stores (SIC 5451)¹—Establishments primarily engaged in the retail sale of dairy products such as fluid milk and cream, butter, cheese, ice cream, and sherberts over the counter. A limited line of groceries is frequently carried.

Retail Bakeries (SIC 546)—Establishments primarily engaged in the over-the-counter retail sale of bakery products such as bread, cakes, pies, or cookies, all or some of which are baked on the premises.

Miscellaneous Food Stores (SIC 5499)¹—Establishments primarily engaged in the retail sale of eggs and live or dressed poultry, often selling a limited line of groceries. Also included are establishments primarily selling specialized lines of food such as coffee and tea, spice, health foods, dietetic food, and other food stores not elsewhere classified.

Gasoline Service Stations (SIC 5541)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and oil are included.

Apparel and Accessory Stores (SIC 56)

This major group includes retail stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles of personal wear and adornment. Included are furriers and custom tailors carrying stocks of materials.

Men's and Boys' Clothing and Furnishings Stores (SIC 5611)—Establishments primarily engaged in the retail sale of men's and boys' ready-to-wear clothing and furnishings.

Women's Ready-to-Wear Stores (SIC 5621)—Establishments primarily engaged in the retail sale of women's and girls' ready-to-wear apparel such as coats, suits, and dresses.

Women's Accessory and Speciality Stores (SIC 5631)¹—Establishments primarily engaged in the retail sale of specialized lines of women's and girls' apparel such as sportswear, beach-

wear, blouses, hosiery, millinery, foundation garments, lingerie, negligees, robes, and other intimate wear.

Children's and Infants' Wear Stores (SIC 5641)¹—Establishments primarily engaged in the retail sale of children's and infants' clothing, furnishings, and accessories.

Family Clothing Stores (SIC 5651)—Establishments primarily engaged in the retail sale of clothing, furnishings, and accessories for men, women, and children, not specializing in any one line.

Shoe Stores (SIC 5661)—Establishments primarily engaged in the retail sale of any one line, or a combination of the lines, of men's, women's, and children's footwear. These establishments frequently carry accessory lines such as hosiery, gloves, and handbags.

Custom Tailors (SIC 5671)¹—Establishments primarily engaged in the retail sale of men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc., made on their own premises to customer order.

Furriers and Fur Shops (SIC 5681)¹—Establishments primarily engaged in the retail sale of furs and fur garments including those primarily engaged in selling fur garments made on their own premises to individual order.

Miscellaneous Apparel and Accessory Stores (SIC 5699)¹—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories, not elsewhere classified, such as bathing suits, raincoats, riding apparel, sports apparel, and umbrellas.

Eating and Drinking Places (SIC 58)

This major group includes establishments primarily engaged in selling prepared foods and drinks for consumption on or near the premises, and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included are social caterers who sell prepared foods which are served on the premises or elsewhere, and inplant feeding contractors. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here, although candy and popcorn stands located in theaters are not.

1. Restaurants, Cafeterias, Lunchrooms (SIC 5812, part)—Establishments primarily engaged in the retail sale of prepared food and drink for consumption on the premises. In the cafeterias the customers often serve themselves. Alcoholic beverages are frequently sold at these establishments but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared foods. Also included here are inplant feeding contractors primarily engaged in the preparation and retail sale of prepared food and drink for employees (under contract) on the premises of the business.

2. Refreshment Places (SIC 5812, part)⁴—Establishments primarily engaged in the retail sale of limited lines of refresh-

¹Data for this kind of business are not shown separately but are included in the major group totals.

⁴Sales for this kind of establishment are not shown separately but are included in the large group "Eating Places" (SIC 5812).

¹Data for this kind of business are not shown separately but are included in the major group totals.

ments and prepared food items. Included are establishments which prepare refreshment items such as frozen custard, pizza, barbequed chicken, and hamburgers for consumption on or near the premises or for "take-home" consumption.

3. **Social Caterers (SIC 5812), part**⁴—Establishments primarily engaged in servicing prepared food on the premises or elsewhere. Service plays an important part in this kind of business. The principal activity of the establishment is catering of food and beverages to parties, bar mitzvahs, weddings, or other groups.

Drinking Places (SIC 5813)—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from the sale of prepared foods may not exceed receipts from sales of alcoholic beverages.

Drug and Proprietary Stores (SIC 5912)

Establishments primarily engaged in the retail sale of prescription drugs, patent medicines, and health and first-aid products. Usually the establishments carry a number of related lines of merchandise such as cosmetics, toiletries, tobacco products, candy, magazines, toys, and novelty merchandise. These stores may also operate a soda fountain or lunch counter.

Liquor Stores (SIC 5921)

Establishments primarily engaged in the retail sale of packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

⁴Sales for this kind of establishment are not shown separately but are included in the large group "Eating Places" (SIC 5812).

Miscellaneous Nondurable Goods Stores (SIC 59, part)

This major group includes all retail nondurable goods stores not elsewhere classified.

Stationery Stores (SIC 5943)—Establishments primarily engaged in the retail sale of stationery such as paper products (including printing and engraving), school and office supplies, greeting cards, post cards, and novelties.

Hay, Grain and Feed Stores; Farm and Garden Supply Stores (SIC 5962, SIC 5969)⁵—Establishments primarily engaged in the retail sale of hay, grain, feed, fertilizer, seeds, bulbs, and nursery stock, and other farm, lawn and garden supplies and tools.

Fuel and Ice Dealers, Except Fuel Oil Dealers (SIC 5982)⁵—Establishments primarily engaged in the retail sale of coal, wood, ice, or any combination of these lines.

Fuel Oil Dealers (SIC 5983)⁵—Establishments primarily engaged in the retail sale of fuel oil.

Liquefied Petroleum Gas (Bottled Gas) Dealers (SIC 5984)⁵—Establishments primarily engaged in the retail sale of gas (bulk or bottled).

Florists (SIC 5992)⁵—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Greenhouses and nurseries are included if receipts are primarily from the sale of products not grown on the premises.

Cigar Stores and Stands (SIC 5993)⁵—Establishments primarily engaged in the retail sale of cigars, cigarettes, tobacco, and smokers' supplies.

News Dealers and Newsstands (SIC 5994)⁵—Establishments primarily engaged in the retail sale of newspapers, magazines, and other periodicals.

⁵Sales for this kind of business are not shown separately but are included in the nondurable goods stores, total.

Appendix B. DEFINITIONS OF STANDARD CONSOLIDATED AREAS AND SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS INCLUDED IN THIS REPORT

Standard Consolidated Areas

CHICAGO, ILL.—NORTHWESTERN INDIANA:

Chicago, Ill., SMSA and Gary-Hammond-East Chicago, Ind. SMSA

NEW YORK, N.Y.—NORTHEASTERN NEW JERSEY:

New York, N.Y., SMSA
Nassau-Suffolk, N.Y., SMSA
Jersey City, N.J., SMSA
Newark, N.J., SMSA
Paterson-Clifton-Passaic, N.J., SMSA
Middlesex and Somerset Counties, N.J.

Specified Standard Metropolitan Statistical Areas

BALTIMORE, MD.: Baltimore city and Anne Arundel, Baltimore, Carroll, and Howard Counties, Md.

BOSTON, MASS.: All of Suffolk County and parts of Essex, Middlesex, Norfolk, and Plymouth Counties, Mass.

CHICAGO, ILL.: Cook, Du Page, Kane, Lake, McHenry, and Will Counties, Ill.

CLEVELAND, OHIO: Cuyahoga, Geauga, Lake, and Medina Counties, Ohio.

DALLAS, TEX.: Collin, Dallas, Denton, Ellis, Kaufman, and Rockwall Counties, Tex.

DETROIT, MICH.: Macomb, Oakland, and Wayne Counties, Mich.

HOUSTON, TEX.: Brazoria, Fort Bend, Harris, Liberty, and Montgomery Counties, Tex.

KANSAS CITY, MO.-KANS.: Cass, Clay, Jackson, and Platte Counties, Mo., and Johnson and Wyandotte Counties, Kans.

LOS ANGELES-LONG BEACH, CALIF.: Coextensive with Los Angeles County, Calif.

MINNEAPOLIS-ST. PAUL, MINN.: Anoka, Dakota, Hennepin, Ramsey, and Washington Counties, Minn.

NASSAU-SUFFOLK, N.Y.: Nassau and Suffolk Counties, N.Y.; established November 1972.

NEW YORK, N.Y.: New York City, and Rockland and Westchester Counties, N.Y.; as redefined November 1972.

PHILADELPHIA, PA.-N.J.: Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties, Pa.; and Burlington, Camden, and Gloucester Counties, N.J.

PITTSBURGH, PA.: Allegheny, Beaver, Washington, and Westmoreland Counties, Pa.

ST. LOUIS, MO.-ILL.: St. Louis city, and Franklin, Jefferson, St. Charles, and St. Louis Counties, Mo.; and Madison and St. Clair Counties, Ill.

SAN FRANCISCO-OAKLAND, CALIF.: Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties, Calif.

WASHINGTON, D.C.-MD.-VA.: District of Columbia; Montgomery and Prince Georges Counties, Md.; Alexandria, Fairfax, and Falls Church cities, and Arlington, Fairfax, Loudon, and Prince William Counties, Va.

Appendix C. GEOGRAPHIC REGIONS AND DIVISIONS

THE NORTHEAST

New England Division	Middle Atlantic Division
Maine	New York
New Hampshire	New Jersey
Vermont	Pennsylvania
Massachusetts	
Rhode Island	
Connecticut	

THE NORTH CENTRAL

West North Central Division	East North Central Division
Minnesota	Ohio
Iowa	Indiana
Missouri	Illinois
North Dakota	Michigan
South Dakota	Wisconsin
Nebraska	
Kansas	

THE SOUTH

East South Central Division	South Atlantic Division
Kentucky	Delaware
Tennessee	Maryland
Alabama	District of Columbia
Mississippi	Virginia
	West Virginia
West South Central Division	North Carolina
Arkansas	South Carolina
Louisiana	Georgia
Oklahoma	Florida
Texas	

THE WEST

Mountain Division	Pacific Division
Montana	Washington
Idaho	Oregon
Wyoming	California
Colorado	Alaska
New Mexico	Hawaii
Arizona	
Utah	
Nevada	



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