

CURRENT  
BUSINESS  
REPORTS

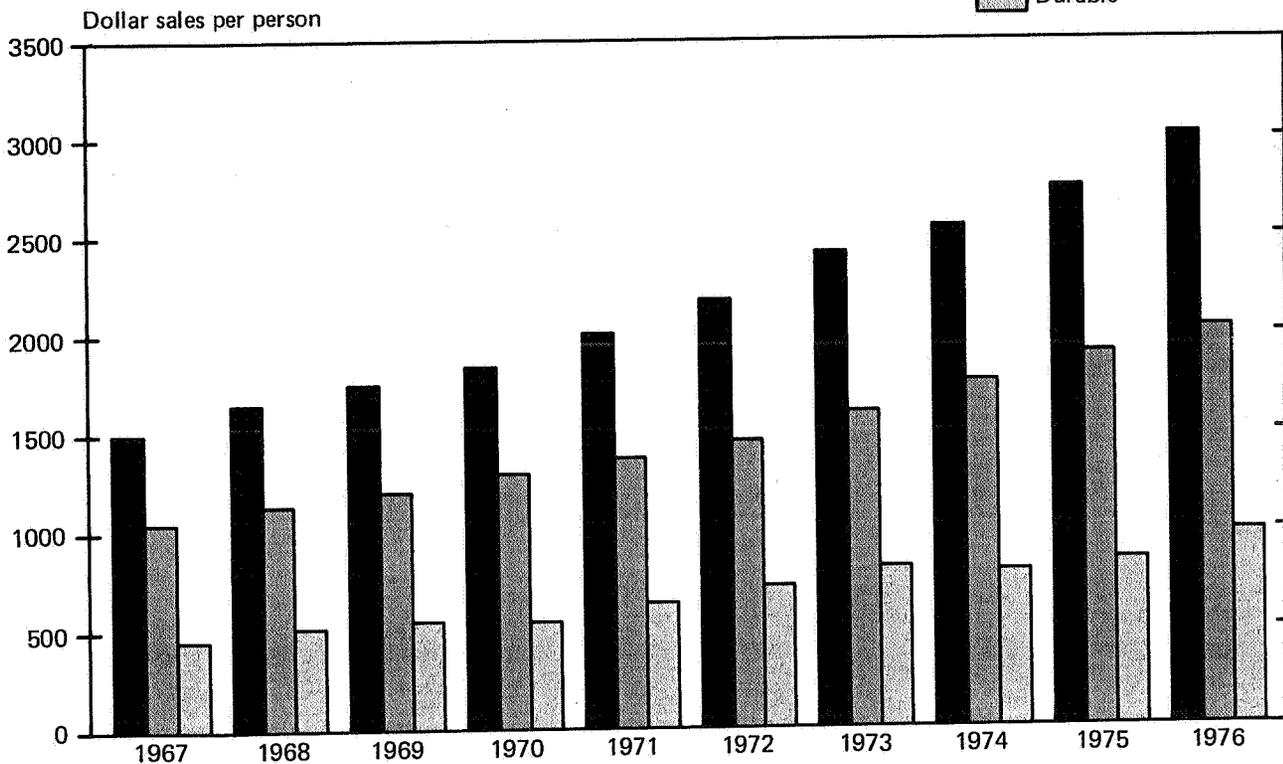
Annual Sales,  
Purchases, and  
Year-End  
Inventories, by  
Kind of Retail  
Store

1976  
Retail  
Trade

BR-76-13



Estimated Per Capita Sales of All Retail Stores and of Durable and Nondurable Goods Stores: 1967 to 1976



Note: Sales estimates are not adjusted for price changes.

Source: U.S. Department of Commerce, Bureau of the Census, Monthly Retail Trade Reports and Current Population Report, Series P-25, No. 706, Sept. 1976.



CURRENT  
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REPORTS

# 1976 Retail Trade

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

BR-76-13  
Issued April 1978



**U.S. Department of Commerce**  
Juanita M. Kreps, Secretary  
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**BUREAU OF THE CENSUS**  
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## ANNUAL SALES

### Year-to-Year Comparison

Sales of all retail stores in the United States were estimated at \$643 billion in 1976, an increase of 11 percent over 1975 sales. Sales of nondurable goods stores increased 8 percent over the previous year, while durable goods stores showed an 18-percent increase.

All major kinds of business showed percentage increases in comparison with 1975 levels. Eating and drinking places, in the nondurable goods category, had the largest increase (13 per-

cent); gasoline service stations showed an 8-percent increase; while sales in the general merchandise group stores and drug and proprietary stores each showed 7-percent increases. Following the general upward trend were food stores with a 6-percent increase while sales increases of 5 percent were reported by both apparel and accessory stores and liquor stores. In the durable goods category, building materials, hardware, garden supply and mobile home dealers showed a 23-percent increase; and automotive dealers were up 19 percent. Furniture, home furnishings, and equipment stores showed a 12-percent increase.

**Table 1. Estimated Sales of All Retail Stores in the United States, by Kind of Business: 1976 and 1975**

(Millions of dollars)

1972 SIC code	Kind of business	1976	1975 <sup>r</sup>	Per- cent change	1972 SIC code	Kind of business	1976	1975 <sup>r</sup>	Per- cent change
	Retail trade, total.....	642,507	580,445	+11		Nondurable goods stores, total.....	431,977	401,558	+8
	Total (excluding automotive group).....	516,822	475,157	+9	53 531, 9	General merchandise group stores....	79,258	73,761	+7
	Durable goods stores, total...	210,530	178,887	+18	531 533	Department stores, miscellaneous general merchandise stores.....	71,660	65,452	+9
52	Building materials, hardware, garden supply, and mobile home dealers.....	32,226	26,262	+23	541 546	Department stores.....	62,900	57,442	+10
521, 3, 5	Building materials, supply, hardware stores.....	27,865	22,728	+23	554	Variety stores.....	7,598	8,309	-9
521, 3	Building materials and supply stores.....	22,206	17,793	+25	56	Food stores.....	145,939	138,006	+6
525	Hardware stores.....	5,659	4,935	+15	561	Grocery stores.....	136,100	128,875	+6
	Automotive dealers.....	125,685	105,288	+19	562, 3, 8	Retail bakeries.....	1,904	1,957	-3
55 ex. 554	Motor vehicle and miscellaneous				56	Gasoline service stations.....	51,265	47,387	+8
551, 2, 5, 6, 7, 9	automotive dealers.....	115,596	95,902	+21	562	Apparel and accessory stores.....	33,188	31,669	+5
551, 2	Motor vehicle dealers.....	108,616	88,732	+22	565	Men's, boys' clothing, furnishings stores.....	6,683	6,802	-2
551	Motor vehicle dealers (franchised).....	102,139	83,688	+22	566	Women's clothing, specialty stores, furriers.....	12,702	11,760	+8
553	Auto and home supply stores.....	10,089	9,386	+7	5812 5812 (pt.)	Women's ready-to-wear stores...	11,278	9,718	+16
	Furniture, home furnishings, equipment stores.....	31,368	28,114	+12	5813	Family clothing stores.....	6,879	6,385	+8
571	Furniture and home furnishings					Shoe stores.....	5,575	5,554	0
5712	stores.....	18,665	16,740	+11	591	Eating and drinking places.....	58,008	51,427	+13
5722, 32	Furniture stores.....	12,572	11,471	+10	592	Eating places.....	49,396	43,340	+14
5722	Household appliance, radio, and TV stores.....	9,784	8,898	+10	5961 (pt.)	Restaurants, lunchrooms, cafeterias.....	32,078	27,871	+15
	Household appliance stores.....	4,841	4,381	+10		Drinking places (alcoholic beverages).....	8,612	8,087	+6
						Drug stores and proprietary stores..	20,716	19,412	+7
						Liquor stores.....	12,734	12,169	+5
						Mail-order houses (department store merchandise) <sup>1</sup> .....	6,099	5,541	+10

Note: Measures of sampling variability are shown in table 13. U.S. and group totals include kinds of business not shown separately.

<sup>r</sup>Revised.

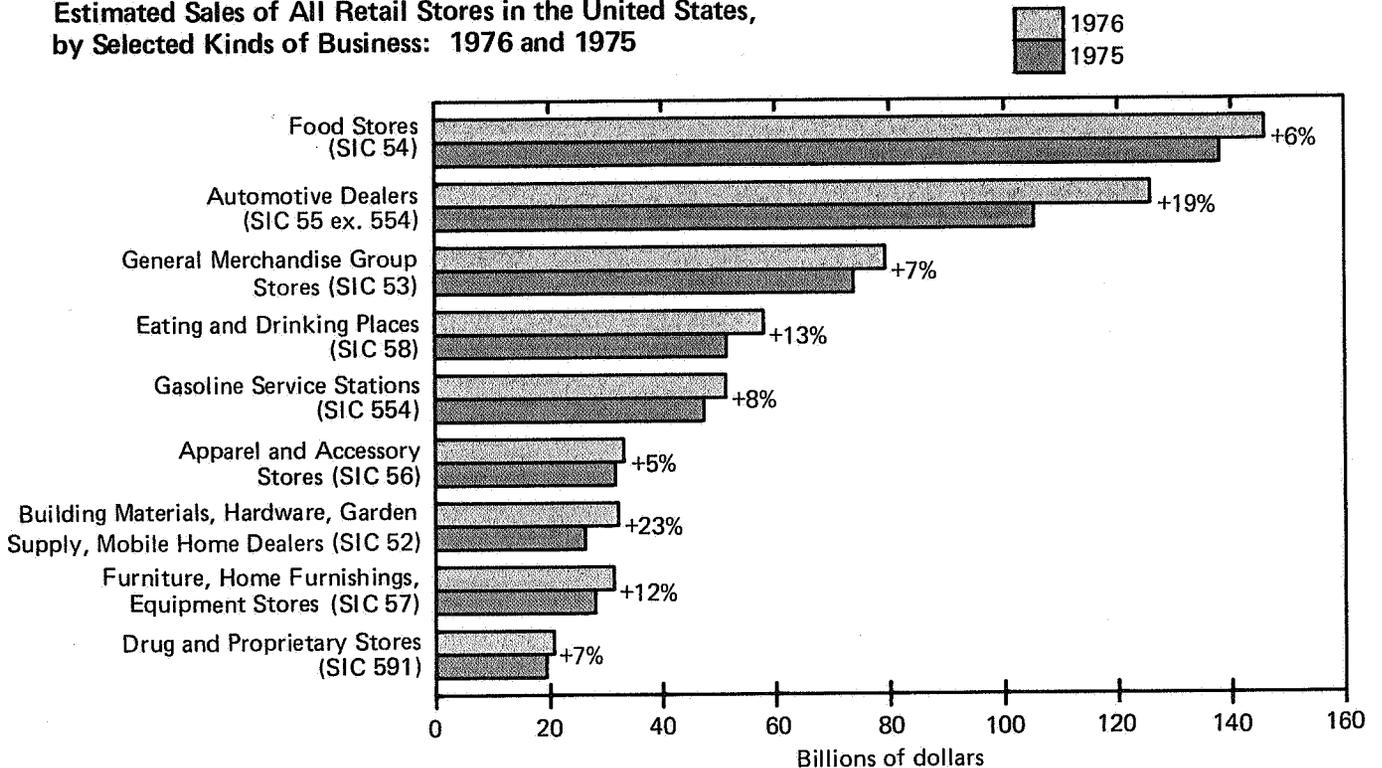
<sup>1</sup>Includes sales made by mail-order catalog desks located within department stores of mail-order firms.

Table 2. Estimated Sales Taxes as a Percent of Sales of All Retail Stores in the United States, by Kind of Business: 1976

1972 SIC code	Kind of business	1976 sales tax (percent)	1972 SIC code	Kind of business	1976 sales tax (percent)
	Retail trade, total.....	3.0		Nondurable goods stores, total.....	3.0
	Total (excluding automotive group).....	3.1	53 531, 9	General merchandise group stores.....	4.0
	Durable goods stores, total.....	3.1	531 533	Department stores, miscellaneous general merchandise stores.....	4.0
52	Building materials, hardware, garden supply, and mobile home dealers.....	3.5	54	Department stores.....	4.2
521, 3, 5	Building materials, supply, hardware stores.....	3.6	541	Food stores.....	1.9
521, 3	Building materials and supply stores.....	3.6	546	Grocery stores.....	1.9
525	Hardware stores.....	3.6	554	Retail bakeries.....	1.4
55 ex. 554	Automotive dealers.....	2.8	56	Gasoline service stations.....	2.3
551, 2, 5, 6, 7, 9	Motor vehicle and miscellaneous automotive dealers.....	2.5	561	Apparel and accessory stores.....	3.9
551, 2	Motor vehicle dealers.....	2.5	562, 3, 8	Men's, boys' clothing, furnishings stores.....	3.6
551	Motor vehicle dealers (franchised).....	2.5	562	Women's clothing, specialty stores, furriers.....	4.0
553	Auto and home supply stores.....	3.3	565	Women's ready-to-wear stores.....	4.0
			566	Family clothing stores.....	4.0
			58	Shoe stores.....	3.7
57	Furniture, home furnishings, equipment stores.....	3.8	5812	Eating and drinking places.....	4.2
571	Furniture and home furnishings stores.....	4.0	5812 (pt.)	Eating places.....	4.1
5712	Furniture stores.....	4.2	5813	Restaurants, lunchrooms, cafeterias.....	4.2
5722, 32	Household appliance, radio, and TV stores.....	3.6		Drinking places (alcoholic beverages).....	3.6
5722	Household appliance stores.....	3.7	591	Drug stores and proprietary stores.....	2.8
			592	Liquor stores.....	3.8
			5961 (pt.)	Mail-order houses (department store merchandise) <sup>1</sup> ..	3.0

<sup>1</sup>Includes sales made by mail-order catalog desks located within department stores of mail-order firms.

FIGURE 1.  
Estimated Sales of All Retail Stores in the United States, by Selected Kinds of Business: 1976 and 1975



### Sales by Selected Geographic Areas

For three of the four geographic regions, year-to-year increases were fairly uniform. Increases of 12 percent were reported by both the South and the West. The North Central States matched the year-to-year increase for the United States as a whole at 11 percent, while the Northeastern States increased 8 percent. In

the nondurable goods category, the North Central States increased 9 percent, followed by the South and the West, each showing an 8-percent increase, and the Northeastern States showing a 5-percent increase. For durable goods, the West showed a 20-percent increase, the South, 19 percent, the North Central States, 16 percent, and the Northeastern States, 15 percent.

**Table 3. Estimated Sales of All Retail Stores, by Geographic Region and Kind of Business: 1976 and 1975**

(Millions of dollars)

1972 SIC code	Kind of business	The Northeastern States			The North Central States			The South			The West		
		1976	1975 <sup>T</sup>	Per- cent change	1976	1975 <sup>T</sup>	Per- cent change	1976	1975 <sup>T</sup>	Per- cent change	1976	1975 <sup>T</sup>	Per- cent change
	Retail trade, total.....	139,768	129,688	+8	178,231	160,491	+11	201,659	180,636	+12	122,849	109,630	+12
	Durable goods stores, total.	39,538	34,386	+15	58,176	50,156	+16	71,397	59,800	+19	41,419	34,545	+20
52	Building materials, hardware, garden supply, and mobile home dealers.....	4,651	(NA)	(NA)	11,285	(NA)	(NA)	10,191	(NA)	(NA)	(S)	(NA)	(NA)
55 ex. 554	Automotive dealers.....	(S)	(NA)	(NA)	34,271	(NA)	(NA)	44,185	(NA)	(NA)	(S)	(NA)	(NA)
57	Furniture, home furnishings, equipment stores.....	6,721	(NA)	(NA)	7,704	(NA)	(NA)	10,450	(NA)	(NA)	6,493	(NA)	(NA)
	Nondurable goods stores, total.....	100,230	95,302	+5	120,055	110,335	+9	130,262	120,836	+8	81,430	75,085	+8
53	General merchandise group stores..	17,192	(NA)	(NA)	22,068	(NA)	(NA)	25,027	(NA)	(NA)	14,971	(NA)	(NA)
54	Food stores.....	35,115	(NA)	(NA)	36,412	(NA)	(NA)	46,575	(NA)	(NA)	27,837	(NA)	(NA)
554	Gasoline service stations.....	9,991	(NA)	(NA)	14,848	(NA)	(NA)	16,702	(NA)	(NA)	9,724	(NA)	(NA)
56	Apparel and accessory stores.....	9,603	(NA)	(NA)	8,038	(NA)	(NA)	10,055	(NA)	(NA)	5,492	(NA)	(NA)
58	Eating and drinking places.....	12,879	(NA)	(NA)	18,124	(NA)	(NA)	13,810	(NA)	(NA)	13,195	(NA)	(NA)
591	Drug stores and proprietary stores.....	4,134	(NA)	(NA)	5,013	(NA)	(NA)	7,285	(NA)	(NA)	4,284	(NA)	(NA)

Note: Totals include data for kinds of business not shown separately. Measures of sampling variabilities are shown in table 14. States in geographic regions are shown in appendix B.

<sup>T</sup> Revised. NA Not available. S Does not meet publication standards because of high sampling error.

## Per Capita Sales

Per capita sales in the United States in 1976 totaled \$3,017 as compared with \$2,746 in 1975, an increase of 10 percent. Sales of nondurable goods stores were \$2,028 per capita in 1976, reflecting a 7-percent increase in sales per person over the \$1,900 in 1975. The largest percent increase in the nondurable goods category was 12 percent in eating and drinking places where per capita sales increased from \$243 dollars in 1975 to \$272 in 1976. This was followed by an 8-percent rise in gasoline service stations; a 7-percent increase in general merchandise group stores; a 5-percent increase in both food stores and drug and proprietary stores; and a 4-percent increase over 1975 in apparel and accessory stores.

Per capita sales of durable goods stores in 1976 increased 17 percent above the 1975 level, from \$846 to \$989. The largest percent increase was 22 percent in building materials, hardware, garden supply, and mobile home dealers where per capita sales increased from \$124 in 1975 to \$151 in 1976. Automotive dealers gained 18 percent, going from \$498 in 1975 to \$590 in 1976, while furniture, home furnishings, and equipment stores advanced 11 percent from \$133 in 1975 to \$147 in 1976.

The West was the highest among the four regions in per capita retail sales in 1976 with \$3,232, as compared with \$2,935 in 1975, an increase of 10 percent. This was followed by the North Central States with \$3,096 per capita in 1976, reflecting an 11-percent increase over the \$2,793 in 1975. The South showed a 10-percent increase with \$2,966 in 1976 and \$2,689 in 1975, and the Northeastern States, with \$2,830 in 1976 and \$2,628 in 1975, showed an 8-percent increase.

Table 4. Per Capita Sales of All Retail Stores in the United States, by Geographic Region and Kind of Business: 1976 and 1975

(Amounts in dollars)

1972 SIC code	Kind of business	United States <sup>1</sup>			The Northeastern States <sup>1</sup>			The North Central States <sup>1</sup>			The South <sup>1</sup>			The West <sup>1</sup>		
		1976	1975 <sup>r</sup>	Per- cent change	1976	1975 <sup>r</sup>	Per- cent change	1976	1975 <sup>r</sup>	Per- cent change	1976	1975 <sup>r</sup>	Per- cent change	1976	1975 <sup>r</sup>	Per- cent change
	Retail trade, total.....	3,017	2,746	+10	2,830	2,628	+8	3,096	2,793	+11	2,966	2,689	+10	3,232	2,935	+10
	Total (excluding automotive group)...	2,427	2,248	+8	(S)	(NA)	(NA)	2,501	(NA)	(NA)	2,316	(NA)	(NA)	(S)	(NA)	(NA)
	Durable goods stores, total.....	989	846	+17	801	697	+15	1,011	873	+16	1,050	890	+18	1,090	925	+18
52	Building materials, hard- ware, garden supply, and mobile home dealers.....	151	124	+22	94	(NA)	(NA)	196	(NA)	(NA)	150	(NA)	(NA)	(S)	(NA)	(NA)
55 ex. 554	Automotive dealers.....	590	498	+18	(S)	(NA)	(NA)	595	(NA)	(NA)	650	(NA)	(NA)	(S)	(NA)	(NA)
57	Furniture, home furnishings, equipment stores.....	147	133	+11	136	(NA)	(NA)	134	(NA)	(NA)	154	(NA)	(NA)	171	(NA)	(NA)
	Nondurable goods stores, total.....	2,028	1,900	+7	2,029	1,931	+5	2,085	1,920	+9	1,916	1,799	+7	2,142	2,010	+7
53	General merchandise group stores.....	372	349	+7	348	(NA)	(NA)	383	(NA)	(NA)	368	(NA)	(NA)	394	(NA)	(NA)
531	Department stores.....	295	272	+8	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
54	Food stores.....	685	653	+5	711	(NA)	(NA)	632	(NA)	(NA)	685	(NA)	(NA)	732	(NA)	(NA)
541	Grocery stores.....	639	610	+5	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
554	Gasoline service stations...	241	224	+8	202	(NA)	(NA)	258	(NA)	(NA)	246	(NA)	(NA)	256	(NA)	(NA)
56	Apparel and accessory stores	156	150	+4	194	(NA)	(NA)	140	(NA)	(NA)	148	(NA)	(NA)	144	(NA)	(NA)
58	Eating and drinking places..	272	243	+12	261	(NA)	(NA)	315	(NA)	(NA)	203	(NA)	(NA)	347	(NA)	(NA)
591	Drug stores and proprietary stores.....	97	92	+5	84	(NA)	(NA)	87	(NA)	(NA)	107	(NA)	(NA)	113	(NA)	(NA)

<sup>r</sup> Revised. NA Not available. S Does not meet publication standards because of high sampling error.

<sup>1</sup>Data based on civilian population as of July 1.

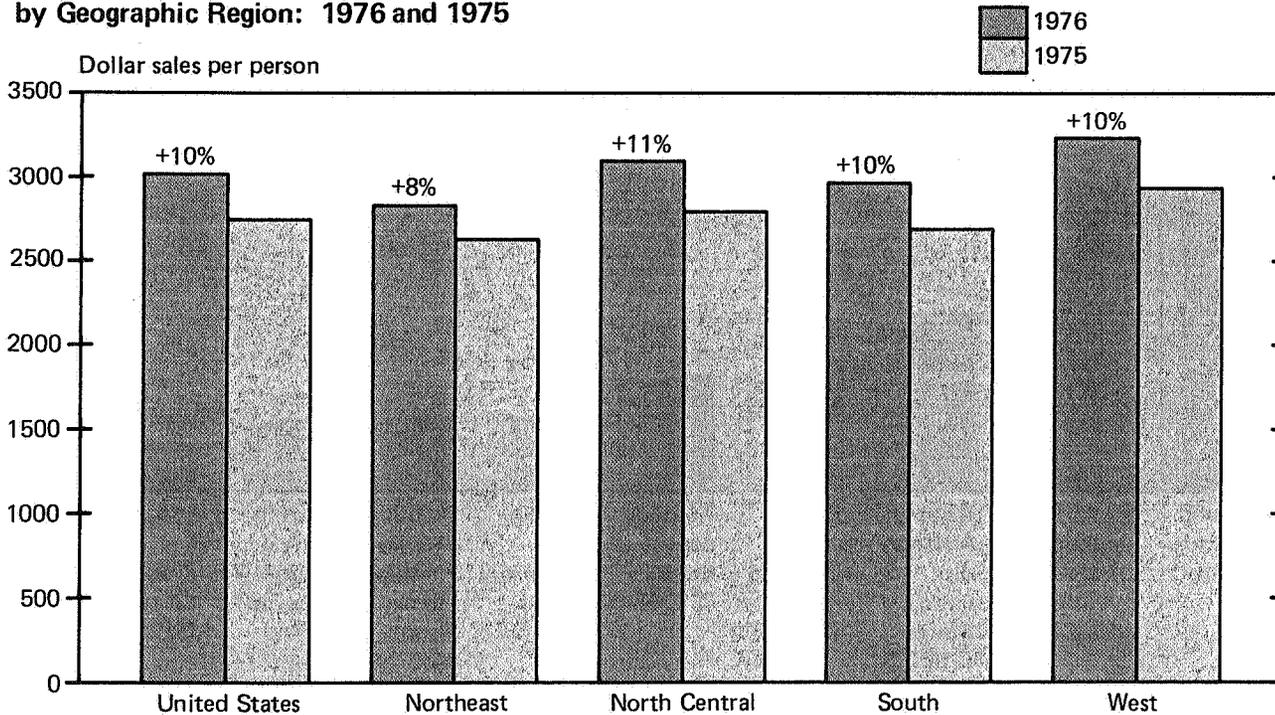
Table 5. Estimated Annual and Per Capita Sales of Retail Stores for Specified Large States: 1976

State	1976		State	1976	
	Annual sales (millions of dollars)	Per capita sales <sup>1</sup> (dollars)		Annual sales (millions of dollars)	Per capita sales <sup>1</sup> (dollars)
California.....	67,951	3,200	Missouri.....	14,713	3,097
Florida.....	26,891	3,230	New Jersey.....	21,833	2,988
Illinois.....	35,593	3,181	New York.....	47,174	2,613
Indiana.....	16,803	3,173	North Carolina.....	14,834	2,762
Massachusetts.....	16,768	2,893	Ohio.....	32,062	3,003
Michigan.....	25,220	2,774	Pennsylvania.....	34,574	2,917
Minnesota.....	11,580	2,923	Texas.....	40,483	3,283
			Wisconsin.....	13,747	2,984

Note: Measures of sampling variability are shown in table 16.

<sup>1</sup>Data based on civilian population estimates as of July 1.

FIGURE 2.  
Per Capita Sales of All Retail Stores in the United States,  
by Geographic Region: 1976 and 1975



Source: U.S. Department of Commerce, Bureau of the Census, Monthly Retail Trade Reports and Current Population Report, Series P-25, No. 642, December 1976.

Table 6. Estimated Annual and Per Capita Sales of All Retail Stores, by Geographic Division and Kind of Business: 1976

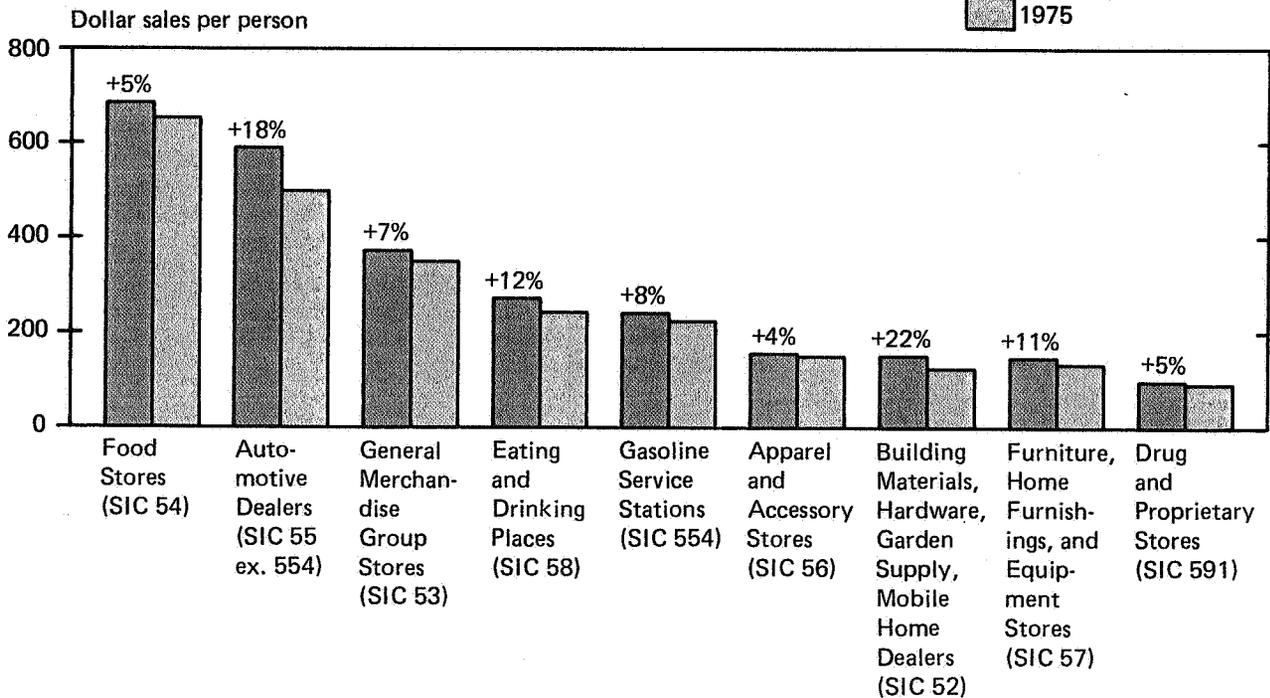
Geographic division and kind of business	1976		Geographic division and kind of business	1976	
	Annual sales (millions of dollars)	Per capita sales <sup>1</sup> (dollars)		Annual sales (millions of dollars)	Per capita sales <sup>1</sup> (dollars)
New England Division, total.....	36,187	2,971	South Atlantic Division, total.....	99,597	2,977
Durable goods stores.....	10,493	861	Durable goods stores.....	32,858	982
Nondurable goods stores.....	25,694	2,110	Nondurable goods stores.....	66,739	1,995
Middle Atlantic Division, total.....	103,581	2,783	East South Central Division, total.....	37,370	2,757
Durable goods stores.....	29,045	780	Nondurable goods stores.....	22,968	1,694
Nondurable goods stores.....	74,536	2,003	West South Central Division, total.....	64,692	3,084
East North Central Division, total.....	123,425	3,021	Durable goods stores.....	24,137	1,151
Durable goods stores.....	39,142	958	Nondurable goods stores.....	40,555	1,933
Nondurable goods stores.....	84,283	2,063	Mountain Division, total.....	30,705	3,162
West North Central Division, total.....	54,806	3,279	Nondurable goods stores.....	18,694	1,925
Durable goods stores.....	19,034	1,139	Pacific Division, total.....	92,144	3,256
Nondurable goods stores.....	35,772	2,140	Durable goods stores.....	29,408	1,039
			Nondurable goods stores.....	62,736	2,217

Note: Measures of sampling variability are shown in table 15. States in geographic divisions are shown in appendix B.

<sup>1</sup>Data based on civilian population as of July 1.

FIGURE 3.

### Per Capita Sales of Selected Kinds of Business of All Retail Stores in the United States: 1976 and 1975



Source: U.S. Department of Commerce, Bureau of the Census, Monthly Retail Trade Reports and Current Population Report, Series P-25, No. 642, December 1976.

Table 7. Estimated Sales of All Retail Stores in the United States, by Legal Form of Ownership and Kind of Business: 1976

1972 SIC code	Kind of business	Total (millions of dollars)	Individual proprietorships (percent of total)	Partnerships (percent of total)	Corporations (percent of total)
	Retail trade, total.....	642,507	14.7	4.3	80.2
	Total (excluding automotive group).....	516,822	16.6	4.5	78.0
	Durable goods stores, total.....	210,530	10.8	4.0	84.7
52	Building materials, hardware, garden supply, and mobile home dealers.....	32,226	11.5	5.6	82.3
55 ex. 554	Automotive dealers.....	125,685	7.2	3.3	89.3
57	Furniture, home furnishings, equipment stores.....	31,368	16.4	4.5	77.6
	Nondurable goods stores, total.....	431,977	16.5	4.4	78.2
53	General merchandise group stores.....	79,258	2.1	0.6	96.5
531	Department stores.....	62,900	(Z)	(Z)	99.9
54	Food stores.....	145,939	13.6	3.5	82.8
541	Grocery stores.....	136,100	12.0	3.4	84.5
554	Gasoline service stations.....	51,265	51.2	9.8	38.9
56	Apparel and accessory stores.....	33,188	12.3	5.8	80.8
58	Eating and drinking places.....	58,008	22.8	7.3	68.8
591	Drug stores and proprietary stores.....	20,716	12.4	3.1	82.9

Note: Total includes data for kinds of business and forms of ownership not shown separately.

Z The 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 1976 was estimated at \$465.7 billion, or 12-percent higher than the \$415.0 billion estimated for 1975. Of the 1976 total, \$162.4 billion represented the cost of durable goods stores purchases—23 percent above 1975—and \$303.3 billion represented the cost of nondurable goods stores purchases—an increase of 7 percent above 1975.

In the durable goods category, automotive dealers showed an increase of 26 percent from the previous year, while purchases

by building materials, hardware, garden supply, and mobile home dealers and furniture, home furnishings, and equipment stores rose 25 and 11 percent, respectively. In the nondurable goods category, eating and drinking places reported a 14-percent increase in the cost value of purchases year-to-year. Other increases were reported by apparel and accessory stores and liquor stores, each 11 percent; gasoline service stations, 9 percent; drug and proprietary stores, 8 percent; general merchandise group stores, 6 percent; and food stores, 5 percent.

FIGURE 4.  
Total Cost of Merchandise Purchased by All Retail  
Stores in the United States, by Selected  
Kinds of Business: 1976 and 1975

All Kinds of Business

1976 Total \$466 Billion  
1975 Total \$415 Billion

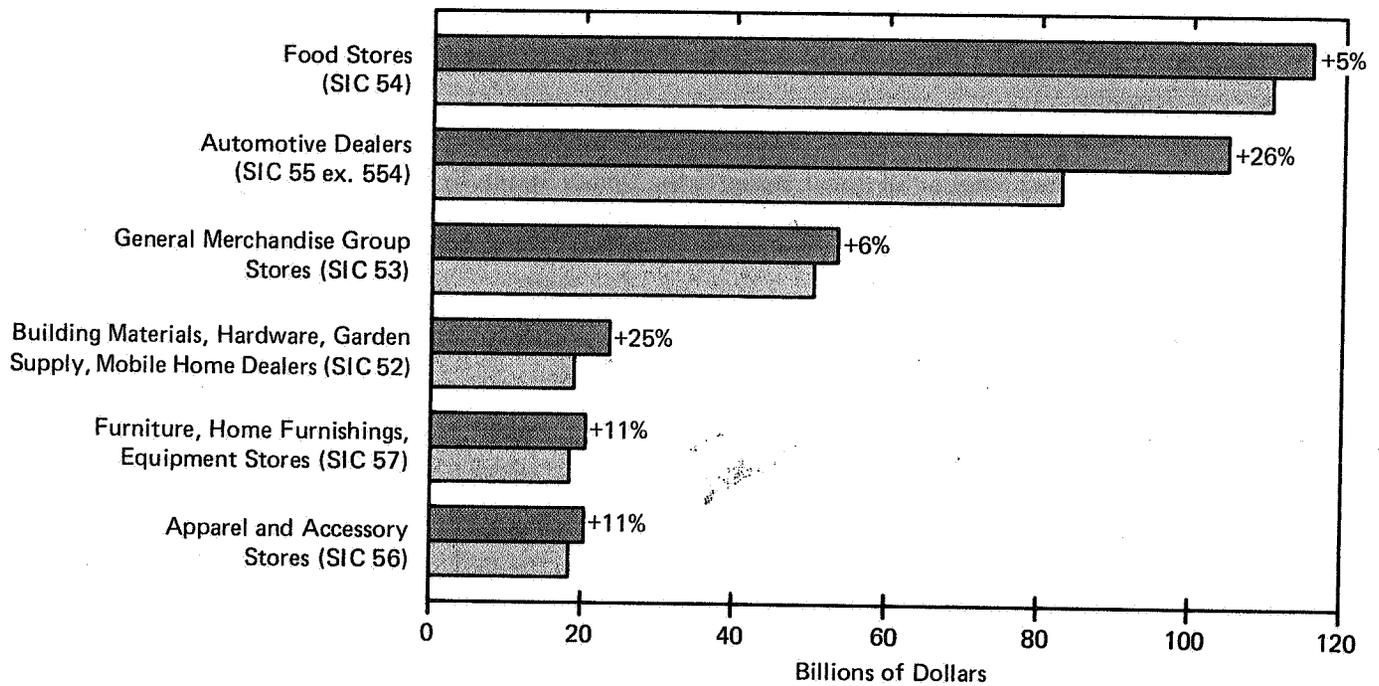


Table 8. Estimated Cost of Merchandise Purchased by All Retail Stores in the United States, by Kind of Business: 1976 and 1975

(Millions of dollars)

1972 SIC code	Kind of business	1976	1975 <sup>r</sup>	Per- cent change	1972 SIC code	Kind of business	1976	1975 <sup>r</sup>	Per- cent change
	Retail trade, total.....	465,733	414,967	+12		Nondurable goods stores, total.....	303,344	282,507	+7.
	Total (excluding automotive group).....	360,885	332,049	+9	53	General merchandise group stores....	53,574	50,520	+6
	Durable goods stores, total...	162,389	132,460	+23	531, 9	Department stores, miscellaneous general merchandise stores.....	48,402	44,316	+9
52	Building materials, hardware, garden supply, and mobile home dealers.....	23,555	18,909	+25	531	Department stores.....	42,080	38,631	+9
521, 3, 5	Building materials, supply, hardware stores.....	20,252	16,624	+22	533	Variety stores.....	5,172	6,204	-17
521, 3	Building materials and supply stores.....	16,336	13,129	+24	54	Food stores.....	115,689	110,543	+5
525	Hardware stores.....	3,916	3,495	+12	541	Grocery stores.....	109,134	104,543	+4
55 ex. 554	Automotive dealers.....	104,848	82,918	+26	554	Gasoline service stations.....	41,702	38,277	+9
551, 2, 5, 6, 7, 9	Motor vehicle and miscellaneous automotive dealers.....	98,018	76,991	+27	56	Apparel and accessory stores.....	20,433	18,384	+11
551, 2	Motor vehicle dealers.....	92,070	71,925	+28	561	Men's, boys' clothing, furnishings stores.....	4,083	3,450	+18
551	Motor vehicle dealers (franchised).....	86,694	68,011	+27	562	Women's ready-to-wear stores....	6,994	6,750	+4
553	Auto and home supply stores.....	6,830	5,927	+15	566	Shoe stores.....	3,385	3,218	+5
57	Furniture, home furnishings, equipment stores.....	20,451	18,382	+11	58	Eating and drinking places.....	27,074	23,694	+14
571	Furniture and home furnishings stores.....	11,659	9,661	+21	591	Drug stores and proprietary stores..	14,612	13,578	+8
5712	Furniture stores.....	7,845	6,799	+15	592	Liquor stores.....	9,699	8,766	+11
5722, 32	Household appliance, radio, and TV stores.....	6,779	6,412	+6	5961 (pt.)	Mail-order houses (department store merchandise) <sup>1</sup> .....	4,914	4,266	+15
5722	Household appliance stores.....	3,369	3,094	+9					

Note: Measures of sampling variability are shown in table 13. U.S. and group totals include kinds of business not shown separately.

Table 9. Estimated Cost of Merchandise Purchased by All Retail Stores in the United States, by Legal Form of Ownership and Kind of Business: 1976

1972 SIC code	Kind of business	Total (millions of dollars)	Individual proprietorships (percent of total)	Partnerships (percent of total)	Corporations (percent of total)
	Retail trade, total.....	465,733	15.1	4.2	80.0
	Total (excluding automotive group).....	360,885	17.5	4.6	77.2
	Durable goods stores, total.....	162,389	10.4	3.8	85.5
52	Building materials, hardware, garden supply, and mobile home dealers.....	23,555	11.6	5.7	82.2
55 ex. 554	Automotive dealers.....	104,848	7.1	3.1	89.6
57	Furniture, home furnishings, equipment stores.....	20,451	17.4	4.6	76.9
	Nondurable goods stores, total.....	303,344	17.5	4.4	77.3
53	General merchandise group stores.....	53,574	2.3	.6	96.4
531	Department stores.....	42,080	(Z)	(Z)	99.9
54	Food stores.....	115,689	13.8	3.5	82.6
541	Grocery stores.....	109,134	12.3	3.5	84.1
554	Gasoline service stations.....	41,702	51.7	10.1	38.0
56	Apparel and accessory stores.....	20,433	13.6	6.4	79.1
58	Eating and drinking places.....	27,074	25.9	7.7	65.4
591	Drug stores and proprietary stores.....	14,612	12.1	3.0	83.2

Note: Totals include kinds of business and forms of ownership not shown separately.

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, 1976, was estimated at \$76.1 billion, or 10-percent higher than the estimate of stocks held a year ago. Of this total, \$40.2 billion represented the value of stocks of nondurable goods stores, an increase of 8 percent over 1975, and \$35.9 billion represented the value of durable goods stores, up 13 percent from a year ago.

In the durable goods category, building materials, hardware, garden supply, and mobile home dealers showed a 19-percent increase in the value of inventory holdings from the previous year, while automotive dealers increased 13 percent. Furniture, home furnishings, and equipment stores increased the value of holdings 7 percent year-to-year. In the nondurable goods category, increases from a year ago were reported by eating and drinking places, up 20 percent; general merchandise group stores, up 10 percent; and drug and proprietary stores, up 9 percent. Food stores and apparel and accessory stores both

showed an 8-percent increase, while liquor stores, were up 1 percent. A decrease of 1 percent was reported by gasoline service stations.

### Sales-Inventory Ratio

Annual sales of all retail stores in 1976 were 8.4 times the cost of year-end inventories held in retail stores and warehouses of retail stores, unchanged from 1975. The ratio of sales to year-end inventories for nondurable goods stores was 10.7 in 1976 compared to 10.8 in 1975. The ratio for durable goods stores was 5.9 in 1976 and 5.7 in 1975.

Motor vehicle dealers showed a sales-inventory ratio of 7.5 in 1976, compared with 7.0 for the preceding year. The ratio reported by grocery stores for 1976 was 15.9, down from 16.3 for 1975, and department stores decreased to 6.3 for 1976 from 6.4 for 1975. Furniture, home furnishings, and equipment stores increased to 5.2 for 1976 from 5.0 for 1975, while building materials, hardware, garden supply, and mobile home dealers increased to 5.3 in 1976 from 5.1 for 1975.

Table 10. Estimated Merchandise Inventories and Sales-Inventory Ratios of Retail Stores and Warehouses in the United States, by Kind of Business: End of Year 1976 and 1975

1972 SIC code	Kind of business	Merchandise inventories at cost (millions of dollars)				Sales-inventory ratio <sup>1</sup>		
		Warehouses and stores			Stores 1976	Warehouses and stores		Stores 1976
		1976	1975 <sup>r</sup>	Percent change		1976	1975 <sup>r</sup>	
	Retail trade, total.....	76,115	68,931	+10	69,129	8.4	8.4	9.3
	Total (excluding automotive group).....	58,084	52,979	+10	51,468	8.9	9.0	10.0
	Durable goods stores, total.....	35,895	31,643	+13	34,488	5.9	5.7	6.1
52	Building materials, hardware, garden supply, and mobile home dealers.....	6,083	5,128	+19	5,773	5.3	5.1	5.6
521, 3, 5	Building materials, supply, hardware stores.....	5,153	4,528	+14	4,866	5.4	5.0	5.7
521, 3	Building materials and supply stores.....	3,613	3,194	+13	3,373	6.1	5.6	6.6
525	Hardware stores.....	1,540	1,334	+15	1,493	3.7	3.7	3.8
55 ex. 554	Automotive dealers.....	18,031	15,952	+13	17,661	7.0	6.6	7.1
551, 2, 5, 6, 7, 9	Motor vehicle and miscellaneous automotive dealers.....	15,926	14,085	+13	15,676	7.3	6.8	7.4
551, 2	Motor vehicle dealers.....	14,389	12,682	+13	14,213	7.5	7.0	7.6
551	Motor vehicle dealers (franchised).....	13,582	11,987	+13	13,404	7.5	7.0	7.6
553	Auto and home supply stores.....	2,105	1,867	+13	1,985	4.8	5.0	5.1
57	Furniture, home furnishings, equipment stores.....	6,070	5,669	+7	5,521	5.2	5.0	5.7
571	Furniture and home furnishings stores.....	3,488	3,135	+11	3,189	5.4	5.3	5.9
5712	Furniture stores.....	2,661	2,397	+11	2,409	4.7	4.8	5.2
5722, 32	Household appliance, radio, and TV stores.....	1,886	1,890	0	1,660	5.2	4.7	5.9
5722	Household appliance stores.....	922	949	-3	814	5.3	4.6	5.9
	Non-durable goods stores, total.....	40,220	37,288	+8	34,641	10.7	10.8	12.5
53	General merchandise group stores.....	13,660	12,457	+10	11,443	5.8	5.9	6.9
531, 9	Department stores, miscellaneous general merchandise stores.....	11,954	10,715	+12	9,947	6.0	6.1	7.2
531	Department stores.....	10,061	8,996	+12	8,249	6.3	6.4	7.6
533	Variety stores.....	1,706	1,742	-2	1,496	4.5	4.8	5.1
54	Food stores.....	8,880	8,227	+8	6,963	16.4	16.8	21.0
541	Grocery stores.....	8,540	7,893	+8	6,647	15.9	16.3	20.5
554	Gasoline service stations.....	1,840	1,868	-1	1,676	27.9	25.4	30.6
56	Apparel and accessory stores.....	6,693	6,187	+8	6,415	5.0	5.1	5.2
561	Men's, boys' clothing, furnishings stores.....	1,545	1,319	+17	1,509	4.3	5.2	4.4
562	Women's ready-to-wear stores.....	1,776	1,792	-1	1,743	6.4	5.4	6.5
566	Shoe stores.....	1,351	1,297	+4	1,224	4.1	4.3	4.6
58	Eating and drinking places.....	1,471	1,221	+20	1,371	39.4	42.1	42.3
591	Drug stores and proprietary stores.....	3,561	3,275	+9	3,193	5.8	5.9	6.5
592	Liquor stores.....	1,351	1,341	+1	1,155	9.4	9.1	11.0
5961 (pt.)	Mail-order houses (department store merchandise).....	957	858	+12	909	6.4	6.5	6.7

Note: Measures of sampling variability are shown in table 13. U.S. and group totals include kinds of business not shown separately.

<sup>r</sup>Revised.

<sup>1</sup>See appendix A for an explanation of the method used to calculate sales-inventory ratio.

FIGURE 5.

**Total Merchandise Inventories of All Retail Stores and Warehouses by Major Kinds of Business: End of Year 1976 and 1975**  
(Merchandise inventories, at cost)

All Kinds of Business

1976 Total \$76.1 Billion  
1975 Total \$68.9 Billion

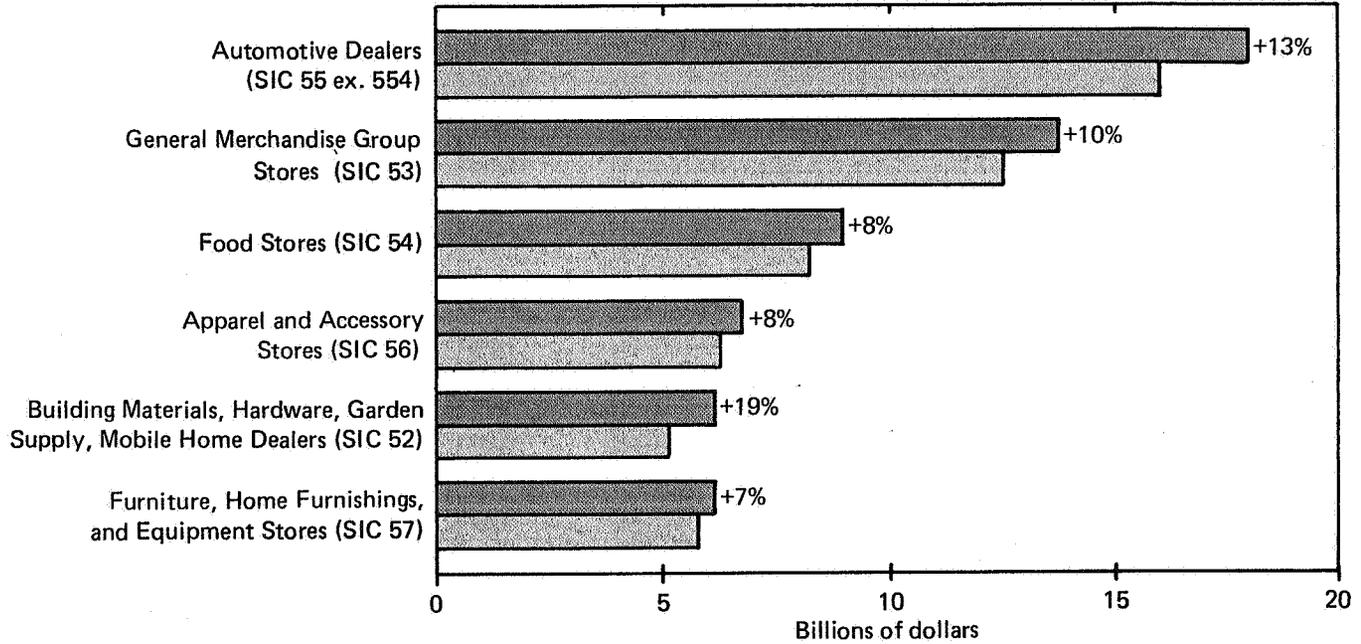


FIGURE 6.

**Sales-Inventory Ratios of All Retail Stores, by Kinds of Business: 1976**

(Annual turnover: 1976 sales divided by year-end inventories, at cost.)

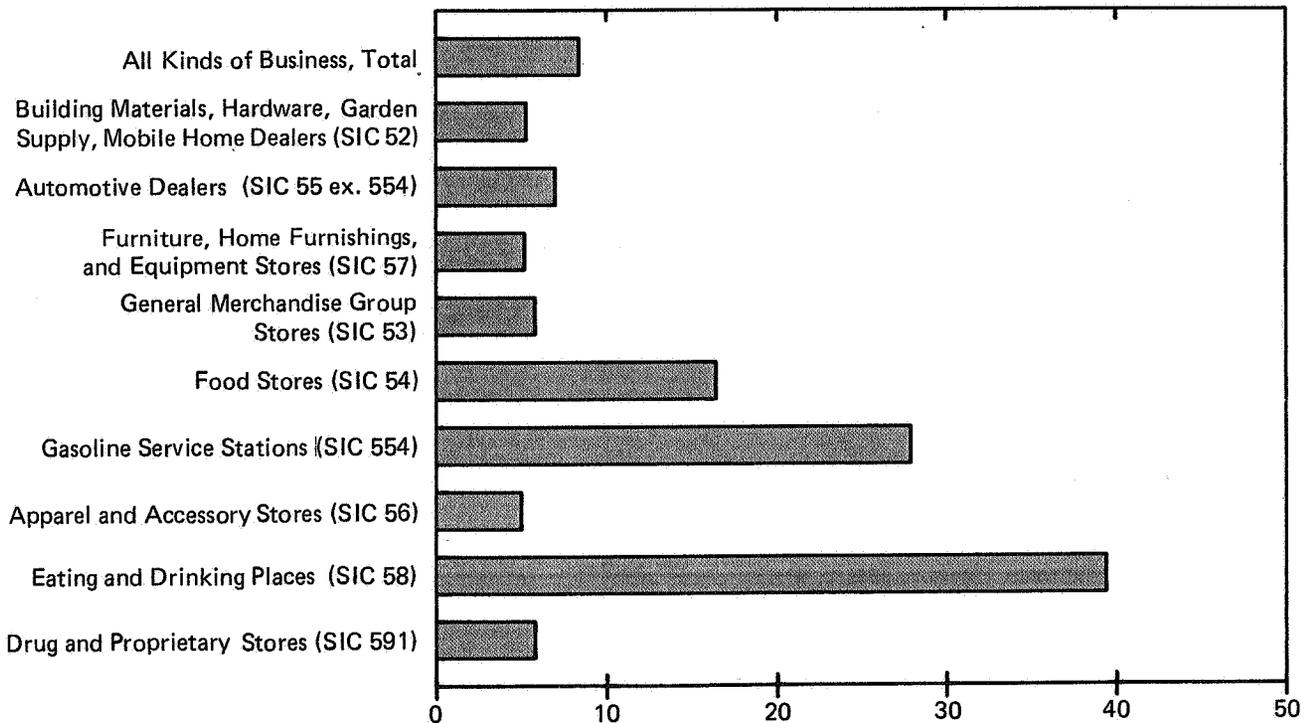


Table 11. Estimated Merchandise Inventories of All Retail Stores in the United States, by Legal Form of Ownership and Kind of Business: 1976

1972 SIC code	Kind of business	Total (millions of dollars)	Individual proprietorships (percent of total)	Partnerships (percent of total)	Corporations (percent of total)
	Retail trade, total.....	76,115	12.8	3.9	82.4
	Total (excluding automotive group).....	58,084	14.3	4.0	80.5
	Durable goods stores, total.....	35,895	13.2	4.7	81.7
52	Building materials, hardware, garden supply, and mobile home dealers.	6,083	12.9	7.0	79.3
55 ex. 554	Automotive dealers.....	18,031	8.4	3.6	87.8
57	Furniture, home furnishings, equipment stores.....	6,070	16.5	4.7	77.7
	Nondurable goods stores, total.....	40,220	12.5	3.3	82.9
53	General merchandise group stores.....	13,660	3.5	1.1	94.4
531	Department stores.....	10,061	(Z)	(Z)	99.9
54	Food stores.....	8,880	14.4	3.2	82.3
541	Grocery stores.....	8,540	13.7	3.1	83.1
554	Gasoline service stations.....	1,840	51.8	10.2	37.9
56	Apparel and accessory stores.....	6,693	16.5	5.3	76.8
58	Eating and drinking places.....	1,471	23.4	6.3	69.2
591	Drug stores and proprietary stores.....	3,561	12.3	2.6	82.6

Note: Totals include kinds of business and forms of ownership not shown separately.

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

Table 12. Methods of Inventory Valuation by Kind of Business: End of Year 1976

(Percent of estimated total store and warehouse inventory as shown in table 10)

1972 SIC code	Kind of business	Cost method <sup>1</sup>				Retail method <sup>2</sup>			Other methods
		First-in, first- out <sup>3</sup>	Last-in, first- out <sup>4</sup>	Average	Specific	Approx- imating cost	Approx- imating lower cost or market	Last-in, first- out <sup>4</sup>	
	Retail trade, total.....	16	9	9	28	9	15	8	6
	Total (excluding automotive group).....	18	9	10	18	11	19	10	5
	Durable goods stores, total.....	17	7	9	47	5	7	1	7
52	Building materials, hardware, garden supply, and mobile home dealers.....	28	4	10	25	10	14	1	8
55 ex. 554	Automotive dealers.....	12	9	6	59	2	3	1	8
553	Auto and home supply stores.....	24	30	8	22	6	3	(Z)	7
57	Furniture, home furnishings, equipment stores.....	21	4	13	40	7	6	2	7
	Nondurable goods stores, total.....	16	10	10	13	11	22	13	5
53	General merchandise group stores.....	4	11	6	3	9	34	31	2
531	Department stores.....	3	13	3	1	6	39	34	1
54	Food stores.....	19	14	17	9	19	13	4	5
541	Grocery stores.....	19	14	17	8	19	13	5	5
554	Gasoline service stations.....	21	6	21	32	5	11	(Z)	4
56	Apparel and accessory stores.....	14	3	5	26	13	27	4	8
58	Eating and drinking places.....	38	2	12	33	3	2	1	9
591	Drug stores and proprietary stores.....	27	16	8	17	9	13	2	8
592	Liquor stores.....	25	2	14	30	8	7	1	13
5961 (pt.)	Mail-order houses (department store merchandise).....	64	31	(Z)	(Z)	(Z)	(Z)	5	(Z)

Z The amount is less than 0.5 percent.

<sup>1</sup>Method of accounting which values inventory in terms of purchase cost.

<sup>2</sup>Method of accounting which estimates the purchase cost of inventory from the selling price.

<sup>3</sup>Costs are based on the assumption that the first units placed in stock are the first to be sold.

<sup>4</sup>Costs are based on the assumption that the last units placed in stock are the first to be sold.

## NOTICE OF SAMPLE REVISION

### Sales Estimates

Extensive modifications have been made to the monthly survey of retail trade which is the source of the annual sales estimates published in this report. The revisions, described in the Current Business Report, BR-13-77S, **Monthly Retail Sales: January 1967-August 1977 (Revised)**, released November 1977, reflect (1) a new sample design; (2) benchmarking of sales to the results of the 1967 and 1972 censuses of retail trade; (3) redefinition of sales to exclude sales taxes and finance charges; and (4) conversion of classifications based on the 1967 Standard Industrial Classification (SIC) Manual to classifications based on the 1972 SIC Manual.<sup>1</sup> Examples of some major changes in classification are as follows: (1) Mail-order establishments were taken out of general merchandise and put into the category of nonstore retailers; (2) farm equipment dealers were taken out of the building material group and classified into wholesale trade; and (3) hay, grain, feed, and farm stores were taken out of other nondurables and put into wholesale trade.

The annual sales estimates shown in this report are on the revised classification basis and are the sum of monthly data for 1976 published in report BR-13-77S.

### Inventory and Purchases Estimates

The 1976 Annual Retail Trade Survey was based on the same probability sample used to produce monthly estimates of

<sup>1</sup> Executive Office of the President, Office of Management and Budget, **Standard Industrial Classification Manual**, 1972.

retail trade prior to the implementation of the revised sample discussed above. It therefore became necessary to develop a procedure which would provide inventory and purchases estimates expressed in terms of the updated sample design.

Generally, the procedure involved recoding of certain reports in the annual survey panel from 1967 SIC classifications to 1972 classifications and a recomputation of the relationship between reported annual sales and year-end inventory and the relationship between reported annual sales and annual purchases. These new relationships were then applied by kind of business to the revised estimates of annual sales developed from the updated sample. This procedure provided dollar level estimates of inventory and purchases for 1976 on a revised sample basis.

In order to provide comparable data for the purpose of year-to-year comparisons, revised estimates for 1975 were developed by utilizing year-to-year relationships computed from the recoded annual sample.

A more detailed and technical description of the procedures outlined is available upon written request to the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

### Accounts Receivable Estimates

Statistics covering accounts receivable balances owed to retail stores at the end of the year, normally included in the annual retail trade reports, have been omitted from this 1976 report. The definitional change as previously described prevented the development of such estimates.

## SAMPLE DESIGN AND RELIABILITY OF THE DATA

### Sample Design

The purchases and inventories estimates were developed from data reported by the 1976 Annual Retail Trade sample (see Notice of Sample Revision). This sample consisted of portions of the probability sample being used as of December 1976 to produce national monthly estimates of retail sales published in the Current Business Report, **Monthly Retail Trade**, for that period. Estimates of annual sales shown in this publication were derived from the summation of monthly data published in the Current Business Report, BR-13-77S, **Monthly Retail Sales: January 1967-August 1977 (Revised)**.

The 1976 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, were included in the sample regardless of the location in the United States. (NOTE: In the sample revision implemented in August 1977, the definition of Group II firms was changed to include firms which had 11 or more retail stores in the Census Bureau's 1974 Standard Statistical Establishment List, and which had sales exceeding specified cutoffs which varied by kind of business. Because of this definitional change, statistics for Group II firms cannot be developed for 1976 on a basis comparable with that of the revised sample. Statistics for all stores and Group II firms on the old definition for the year 1976 are available upon written request.)

B. Group I comprises all remaining retailers.

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

The list sample was drawn from two sources. The major part of the sample was 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 were represented by a sample drawn from the employer births provided by the Social Security Administration. The basic sampling unit was the employer identification (EI) number assigned to each business employer.

Firms selected for the list were placed on four rotating panels (except very large businesses which were selected with certainty and placed on a fixed panel). Rotating panel firms reported current and previous month's data three times a year, while fixed panel firms reported 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 described list were represented by business establishments found in a probability sample of land segments. This area sample was a two-stage sample. In the first stage, 10 primary sampling units (single counties or small groups of contiguous counties) were selected with certainty and 48 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. Twelve subsamples of these land segments were 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). A different subsample was included in the area sample each month. Each of these 12 subsamples included about 420 such land segments.

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

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

### Reliability of the Data

Because the estimates were based on a sample, exact agreement was not expected with the results that would be obtained from a complete census of retail stores in which the same enumeration procedure was used. However, because every retail store in the United States had a chance of being selected for the sample, and because the probability of selection for each store in the sample was known, it was 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 13 through 16. 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 standard error level. The sampling error, or standard error of the estimate, is a measure of the variability among the estimates from all possible samples of the same size and design and, thus, is a measure of the precision with which an estimate from a particular sample approximates the results of a complete enumeration. The coefficient of variation (expressed as a percent) is the standard error of the estimate times 100 percent, divided by the value being estimated. Note that measures of sampling variability, such as the standard error or coefficient of variation, are estimates derived from the sample and are also subject to sampling variability.

The coefficients of variation presented in tables 13 through 16 permit certain confidence statements about the sample esti-

mates. The particular sample used in this survey was one of a large number of samples of the same size that could have been selected using the same design. In about two out of three of these samples, the estimate would differ from a complete enumeration by less than the corresponding percent for that estimate shown in the sampling variability table. In about 19 out of 20 of these samples, the estimates would differ from the results of a complete enumeration by less than twice the percentages shown.

The coefficients of variation shown in this report do not measure biases which might arise from differences of response or nonreporting. Nonresponse amounted to about 6 percent for inventories, 8 percent for merchandise purchases, and 10 percent for sales.

Table 13. Estimated Sampling Variability for Sales, Purchases, and Inventory Estimates

1972 SIC code	Kind of business	Coefficients of variation in percent				
		Dollar volume estimates			Year-to-year ratio	
		Sales	Purchases	Inventory	Purchases	Inventory (stores and warehouses)
	Retail trade, total.....	0.6	0.7	0.9	0.6	0.6
	Durable goods stores, total.....	0.9	1.4	1.7	0.8	1.2
52	Building materials, hardware, garden supply, and mobile home dealers.....	1.9	3.2	4.7	1.9	1.9
521, 3, 5	Building materials, supply, hardware stores.....	1.8	5.5	6.4	1.6	2.4
521,3	Building materials and supply stores.....	2.5	5.7	5.6	2.0	1.9
525	Hardware stores.....	4.6	9.4	11.3	3.8	6.6
55 ex. 554	Automotive dealers.....	1.4	1.8	1.2	1.0	1.4
551, 2, 5, 6, 7, 9	Motor vehicle and miscellaneous automotive dealers.....	1.4	1.8	1.6	1.1	1.6
551, 2	Motor vehicle dealers.....	1.3	2.1	2.0	1.0	1.4
551	Motor vehicle dealers (franchised).....	1.3	2.3	2.0	1.0	1.4
553	Auto and home supply stores.....	3.3	7.7	5.7	2.7	2.1
57	Furniture, home furnishings, equipment stores.....	2.0	3.4	3.1	2.5	2.0
571	Furniture and home furnishings stores.....	2.9	5.3	4.9	3.0	2.8
5712	Furniture stores.....	2.8	4.2	5.1	2.9	1.4
5722, 32	Household appliance, radio, and TV stores.....	3.2	5.9	6.3	1.9	3.2
5722	Household appliance stores.....	5.0	7.3	8.4	2.4	4.2
	Nondurable goods stores, total.....	0.7	1.0	1.1	0.8	0.7
53	General merchandise group stores.....	0.4	1.0	1.2	0.3	0.5
531, 9	Department stores, miscellaneous general merchandise stores.....	0.4	1.4	1.6	0.3	0.6
531	Department stores.....	0	0.1	0.2	0.1	0.1
533	Variety stores.....	1.8	1.8	1.8	0.9	1.1
54	Food stores.....	1.0	1.9	1.6	2.2	0.9
541	Grocery stores.....	1.0	1.9	1.7	2.4	0.9
554	Gasoline service stations.....	2.4	4.2	6.0	2.4	3.8
56	Apparel and accessory stores.....	1.5	3.4	4.0	2.3	2.1
561	Men's, boys' clothing, furnishings stores.....	4.2	6.3	6.4	3.8	4.4
562	Women's ready-to-wear stores.....	2.2	4.7	6.0	3.8	3.7
566	Shoe stores.....	2.9	4.3	4.7	1.6	2.3
58	Eating and drinking places.....	2.2	3.2	5.0	4.2	4.7
591	Drug stores and proprietary stores.....	1.2	2.7	2.3	1.0	1.1
592	Liquor stores.....	3.2	4.4	3.8	4.0	3.6
5961 (pt.)	Mail-order houses (department store merchandise).....	0	0.6	0.9	0.4	0.3

Note: The annual sales estimates appearing in this publication have been revised to reflect new sample definitions. (See page 13 for details of sample revision). The estimates of sampling variability shown above for sales are based on the median estimates of sampling variability for the data months of Sept.-Nov. 1977 published in the Monthly Retail Trade Report for January 1978. They are intended to be guide lines to the "actual" estimates of sampling variability since measures for annual sales from the revised sample are not yet available.

The estimates of sampling variability for purchases are based on 1976 and 1975 annual purchases estimates while those for inventory are based on December 1976 and 1975 merchandise inventory estimates.

Table 14. Estimated Sampling Variability of Retail Sales by Kind of Business for Regions

(Median coefficients of variation in percent)

1972 SIC code	Kind of business	Dollar volume sales estimates			
		The North- eastern States	The North Central States	The South	The West
	Retail trade, total.....	1.5	1.3	1.7	1.7
	Durable goods stores, total.....	2.8	3.2	2.5	2.7
52	Building materials, hardware, garden supply, and mobile home dealers.	7.9	5.8	6.8	8.7
55 ex. 554	Automotive dealers.....	4.1	4.2	3.3	4.7
57	Furniture, home furnishings, equipment stores.....	4.9	4.7	4.3	6.2
	Nondurable goods stores, total.....	1.6	1.5	1.9	2.0
53	General merchandise group stores.....	0.8	1.5	1.6	1.6
531	Department stores.....	0	0	0	0
54	Food stores.....	2.6	2.9	3.1	3.3
541	Grocery stores.....	3.0	3.1	3.2	3.5
554	Gasoline service stations.....	6.4	4.2	4.4	6.1
56	Apparel and accessory stores.....	4.2	3.8	4.6	5.4
58	Eating and drinking places.....	5.7	3.9	6.1	4.9
591	Drug stores and proprietary stores.....	7.7	7.0	6.8	5.6

Table 15. Estimated Sampling Variability of Retail Sales by Kind of Business for Geographic Divisions

(Median coefficients of variation in percent)

1972 SIC code	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
	Retail trade, total.....	3.8	1.8	1.9	2.4	2.2	4.4	2.6	4.3	2.1
	Durable goods stores, total.....	8.0	3.7	4.3	4.9	4.4	7.3	4.0	8.4	4.2
55 ex. 554	Automotive dealers.....	(S)	5.6	5.3	6.2	5.1	(S)	5.4	(S)	7.0
57	Furniture, home furnishings, equipment stores..	(S)	(S)	5.9	(S)	8.8	(S)	(S)	(S)	5.6
	Nondurable goods stores, total.....	3.5	1.7	2.0	2.0	2.6	4.8	2.7	4.3	2.2
53	General merchandise group stores.....	2.3	0.8	1.4	4.4	1.9	5.2	2.6	4.2	1.5
54	Food stores.....	8.4	2.7	3.4	5.7	4.1	(S)	5.2	6.3	3.8
554	Gasoline service stations.....	(S)	7.5	5.9	6.9	6.3	(S)	(S)	(S)	6.6
56	Apparel and accessory stores.....	(S)	4.8	4.4	9.5	4.7	8.9	8.1	(S)	6.3
58	Eating and drinking places.....	(S)	6.4	5.3	(S)	(S)	(S)	(S)	(S)	5.5
591	Drug stores and proprietary stores.....	(S)	9.6	8.9	(S)	(S)	(S)	(S)	(S)	7.4

S The coefficients of variation for these kinds of business exceed publication standards.

Table 16. Estimated Sampling Variability of Retail Sales by Selected Kinds of Business for Specified Large States

(Median coefficients of variation in percent)

State	Total dollar volume sales estimate	State	Total dollar volume sales estimate	State	Total dollar volume sales estimate
California.....	2.2	Michigan.....	4.0	North Carolina.....	4.1
Florida.....	3.6	Minnesota.....	6.4	Ohio.....	3.2
Illinois.....	4.0	Missouri.....	4.8	Pennsylvania.....	3.1
Indiana.....	6.2	New Jersey.....	4.5	Texas.....	3.2
Massachusetts.....	4.0	New York.....	2.6	Wisconsin.....	5.0

## Appendix A. Explanatory Material

### Definition of Terms

#### Retail Trade

This category includes establishments engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. In general, retail establishments are classified by kind of business according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.). Some of the important characteristics of retail trade establishments are: The establishment is usually a 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 process its products, but such processing is incidental or subordinate to selling; the establishment is considered as retail in the trade; and the establishment sells to customers for personal or household use. Not all of these characteristics need be present, and some are modified by trade practice.

For the most part, establishments engaged in retail trade sell merchandise to the general public for personal or household consumption. Exceptions to this general rule are made necessary by trade practices. For example, lumber yards and paint, glass and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Buying of goods for resale to the consumer is a characteristic of retail trade establishments that particularly distinguishes them from the agricultural and extractive industries. For example, farmers who sell only their own produce at or from the point of production are not classified as retailers.

Processing, incidental or subordinate to selling, often is conducted at retail stores. For example, restaurants prepare meals and meat markets cut meat. Retail establishments of manufacturing concerns are included in retail trade.

Chain store warehouses are considered auxiliary to the retail establishment served and are classified on the basis of the activity carried on by such retail stores.

#### Sales

Sales include the following: Merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles,

equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer. Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include commissions from vending machine operators or non-operating income from such sources as investments, rental or sale of real estate, etc.

Sales exclude sales and excise taxes collected directly from customers and paid directly to a local, State or Federal tax agency. The sales tax percentages shown in table 2 were derived from separate reporting of these taxes on the annual survey by the retail firms selected. Also excluded from sales are receipts from customers for carrying or other credit charges.

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 others whose primary activity is other than retail trade.

#### Merchandise Purchases

Merchandise purchases represent the total cost, after deduction of returns and discounts for early payment, of 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 were asked to report purchases as the cost value of intercompany transfers from their plants or warehouses to their retail stores. These companies were also requested to report the cost of outside purchases.

Merchandise purchases exclude expenditures for supplies or equipment intended for company use rather than 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. Methods of valuation

may vary according to the accounting practices of the firm. Merchandise inventories are shown for stores and warehouses combined and for 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 30 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 62 percent for stores in the general merchandise group to about 9 percent for stores in the automotive group). Inventory data for a date other than December 31 have been accepted and included in the tabulations without adjustment.

The sales-inventory ratios shown in table 10 indicate the relationship of annual sales to December 31 inventories and are derived by dividing annual sales (table 1) by the cost value of inventories (table 10).

In addition to reporting the total cost value of inventory, respondents in the annual survey were requested to report the accounting procedure used to determine that cost value. Table 12 shows, as a percent of total value, the alternative methods in common use for determining the cost value of the units remaining in inventory as of the end of the year.

#### **Unpublished Data**

Selected additional data, such as dollar volume sales estimates for some kinds of business and geographic areas not separately shown in this report, are produced as a byproduct of the regularly published statistics. These additional data have not been included in this publication because their sampling variability is so high as to make them potentially misleading. The Bureau of the Census, on written request, will release such figures for individual use, though not for publication. It should be noted that some unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, the figures obtained by such subtraction would be subject to the high sampling variability described above for unpublished kinds of business, and their use would be subject to the same hazards.

## Kind-of-Business Classification

The kinds of business shown in this report parallel broad classifications defined in the 1972 edition of the Standard Industrial Classification (SIC) manual. Descriptions of each kind of business follow. Data for some kinds of business are not shown separately but are included in the major group or other totals.

### DURABLE GOODS

#### BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales. These establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Lumber and Other Building Materials Dealers (SIC 521)<sup>1</sup>**—Establishments engaged in selling primarily lumber, or lumber and a general line of building materials, to the general public. The lumber which they sell may include rough and dressed lumber, flooring, molding, doors, sashes, frames, and other millwork. The building materials may include roofing, siding, shingles, wallboard, paint, brick, tile, cement, sand, gravel, and other building materials and supplies. Hardware is often an important line of retail lumber and building materials dealers.

**Paint, Glass, and Wallpaper Stores (SIC 523)<sup>1</sup>**—Establishments engaged in selling primarily paint, glass, and wallpaper, or any combination of these lines, to the general public.

**Hardware Stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

**Retail Nurseries, Lawn and Garden Supply Stores (SIC 526)<sup>1</sup>**—Establishments primarily engaged in selling trees,

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

shrubs, other plants, seeds, bulbs, mulches, soil conditioners, fertilizers, pesticides, garden tools, and other garden supplies to the general public. These establishments primarily sell products purchased from others, but may sell some plants which they grow themselves.

**Mobile Home Dealers (SIC 527)<sup>1</sup>**—Establishments primarily engaged in the retail sale of new and used mobile homes, including parts and accessories.

#### AUTOMOTIVE DEALERS (SIC Major Group 55 ex. 554)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; and those selling new automobile parts and accessories. Automobile repair shops maintained by the establishments engaged in the sale of new automobiles are also included.

**Motor Vehicle Dealers (Franchised)—New and Used (SIC 551)**—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.

**Motor Vehicle Dealers (Nonfranchised)—Used Cars Only (SIC 552)<sup>1</sup>**—Establishments primarily selling used cars and not holding a franchise for the sale of new cars.

**Auto and Home Supply Stores (SIC 553)**—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.

**Boat Dealers (SIC 555)<sup>1</sup>**—Establishments primarily engaged in the retail sale of new and used motorboats and other watercraft, including parts, accessories, marine supplies, and outboard motors.

**Recreational and Utility Trailer Dealers (SIC 556)<sup>1</sup>**—Establishments primarily engaged in the retail sale of new and used recreational trailers, campers (pickup coaches), utility

trailers, and other trailers for passenger automobiles, and motor homes, including parts and accessories.

**Motorcycle Dealers (SIC 557)<sup>1</sup>**—Establishments primarily engaged in the retail sale of new and used motorcycles and motor scooters, including parts and accessories.

**Automotive Dealers, Not Elsewhere Classified (SIC 559)<sup>1</sup>**—Establishments primarily engaged in the retail sale of new and used automotive vehicles, such as snowmobiles, dunebuggies, and go-carts, and new automotive equipment and supplies, not elsewhere classified.

### FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 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 household electrical and gas appliances.

**Furniture Stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radio and TV sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

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

**Drapery, Curtain, and Upholstery Stores (SIC 5714)<sup>1</sup>**—Establishments primarily selling draperies, curtains, slipcovers, and upholstery materials. Establishments primarily selling custom-made draperies and slipcovers for household use also are included.

**Miscellaneous Home Furnishing Stores (SIC 5719)<sup>1</sup>**—Establishments primarily engaged in the retail sale of miscellaneous home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, 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 such stores also sell radio and television sets. Retail stores operated by public utility companies and primarily engaged in the sale of electric and gas appliances for household use are classified here.

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

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

**Music Stores (SIC 5733)<sup>1</sup>**—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 Major Group 59, part)

This includes all retail goods stores not elsewhere classified.

**Used Merchandise Stores (SIC 593)<sup>2</sup>**—This industry includes stores primarily engaged in the retail sale of used merchandise, antiques, and secondhand goods such as clothing and shoes; furniture; books and rare manuscripts; automobile parts, accessories, tires, batteries; musical instruments; office furniture; phonographs and phonograph records; and store fixtures and equipment. This industry also includes pawnshops.

**Sporting Goods Stores and Bicycle Shops (SIC 5941)<sup>2</sup>**—Establishments primarily selling a general or a specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; bicycles, bicycle parts and accessories; and gymnasium and playground equipment.

**Book Stores (SIC 5942)<sup>2</sup>**—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold.

**Jewelry Stores (SIC 5944)<sup>2</sup>**—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

**Hobby, Toy, and Game Shops (SIC 5945)<sup>2</sup>**—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies.

**Camera and Photographic Supply Stores (SIC 5946)<sup>2</sup>**—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Excluded are establishments primarily engaged in finishing films.

**Gift, Novelty, and Souvenir Shops (SIC 5947)<sup>2</sup>**—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

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

**Luggage and Leather Goods Stores (SIC 5948)<sup>2</sup>**—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

**Optical Goods Stores (SIC 5999 pt.)<sup>2</sup>**—Establishments primarily engaged in the retail sale of eyeglasses and related optical goods. Excluded are establishments whose receipts are primarily from examining eyes and prescribing eyeglasses or contact lenses.

**Miscellaneous Retail Stores Not Elsewhere Classified (SIC 5999 pt.)<sup>2</sup>**—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, pets, religious goods, hearing aids, rubber stamps, monuments and tombstones, and other merchandise not elsewhere classified.

## NONDURABLE GOODS

### GENERAL MERCHANDISE GROUP STORES (SIC Major Group 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 in this group are known as department stores, variety stores, general merchandise stores, general stores, etc.

Nonstore retailers (mail-order houses, merchandising machine operators, and direct-selling establishments), dry goods stores, and sewing and needlework stores, previously classified in SIC major group 53, are classified in major group 59.

**Department Stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. *Furniture, home furnishings, appliances, radio and TV sets.*
2. *A general line of apparel for the family.*
3. *Household linens and dry goods.*

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. So-called discount stores are included as department stores, provided they meet the criteria described above.

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

**Variety Stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous General Merchandise Stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores 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 here.

Also included in this classification are establishments whose sales of apparel or of furniture and home furnishings exceed half of their total sales providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

### FOOD STORES (SIC Major Group 54)

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

**Grocery Stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods, such as vegetables, fruits, and soups; (2) dry groceries, either packaged or in bulk, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) 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.

Establishments commonly known as supermarkets, food stores, and delicatessens are included in this classification if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

**Meat and Fish (Seafood) Markets, Including Freezer Provisioners (SIC 542)<sup>1</sup>**—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 groceries, and items commonly used in preparing seafood or consumed with seafood.

**Fruit Stores and Vegetable Markets (SIC 543)<sup>1</sup>**—Establishments primarily selling fresh fruits and fresh vegetables. These establishments frequently carry a limited line of grocery items.

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

Roadside stands of farmers selling only their own produce are not included.

**Candy, Nut, and Confectionery Stores (SIC 544)<sup>1</sup>**—Establishments primarily selling 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 545)<sup>1</sup>**—Establishments primarily engaged in the retail sale of dairy products, such as milk, cream, butter, cheese, and related products, to over-the-counter customers.

**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 may be baked on the premises.

**Other Miscellaneous Food Stores (SIC 549)<sup>1</sup>**—Establishments primarily engaged in the retail sale of specialized foods, not elsewhere classified, such as eggs and poultry, health foods, spices, herbs, coffee, and tea. The poultry stores may sell live poultry, slaughter and clean poultry for their own account and sell dressed fowls, or sell fowl cleaned and dressed by others.

**Gasoline Service Stations (SIC 554)**—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 automotive lubricants are included.

#### APPAREL AND ACCESSORY STORES (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment.

**Men's and Boys' Clothing and Furnishing Stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings.

**Women's Ready-to-Wear Stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel.

**Women's Accessory and Specialty Stores (SIC 563)<sup>1</sup>**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, millinery, foundation garments, lingerie, robes, and other intimate wear.

**Children's and Infants' Wear Stores (SIC 564)<sup>1</sup>**—Establishments primarily engaged in the retail sale of children's

and infants' clothing, furnishings, and accessories. Such establishments may specialize in either children's or infants' wear or they may sell a combination of children's and infants' wear.

**Family Clothing Stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line.

**Shoe Stores (SIC 566)**—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.

**Furriers and Fur Shops (SIC 568)<sup>1</sup>**—Retail establishments primarily engaged in selling fur coats and other fur apparel, including fur apparel made in the same establishment to custom order.

**Miscellaneous Apparel and Accessory Stores (SIC 569)<sup>1</sup>**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This industry also includes custom tailors primarily engaged in making and selling men's and women's clothing (except fur apparel SIC 568) to individual order.

#### EATING AND DRINKING PLACES (SIC Major Group 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 in-plant 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.

**Restaurants and Lunchrooms (SIC 5812 pt.)<sup>3</sup>**—Establishments engaged in serving prepared food and beverages selected by the patron from a full menu. Waiter or waitress service is provided and the establishment has seating facilities for at least 15 patrons. These establishments often serve alcoholic beverages, but receipts from the sale of alcoholic beverages may not exceed the receipts from prepared foods.

**Social Caterers (SIC 5812 pt.)<sup>4</sup>**—Establishments primarily engaged in serving prepared food and beverages for weddings, banquets, etc., at a hall or similar place rather than at a fixed

<sup>3</sup> Data for this kind of business are not shown separately, but are included in the larger group, "Restaurants, lunchrooms, cafeterias."

<sup>4</sup> Data for this kind of business are not shown separately but are included in the larger group "Eating Places," (SIC 5812).

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

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