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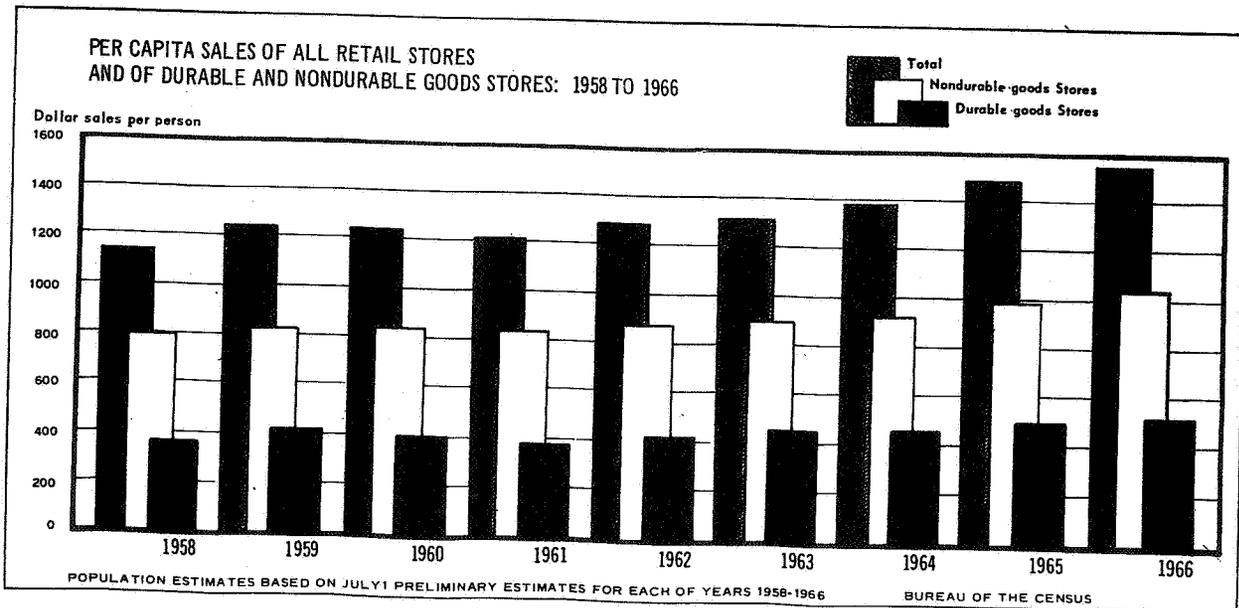
Series: BR13-66

Annual Sales, Year-End Inventories, and Accounts Receivable of Retail Stores, by Kind of Business

SALES United States
 Regions and Geographic Divisions
 Selected Large States and Standard Metropolitan Statistical Areas

INVENTORIES United States
 Sales-Inventory Ratios
 Merchandise Inventories

ACCOUNTS RECEIVABLE United States
 Charge Account Balances
 Installment Account Balances



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ANNUAL SALES

Year-to-Year Comparison

Sales of All Retail Stores.—Sales of all retail stores in the United States totaled \$304 billion in 1966, an increase of 7 percent over total 1965 sales. Annual sales of nondurable goods stores increased 8 percent over the previous year while durable goods stores were up 4 percent.

All major kind-of-business groups showed percentage increases in comparison with 1965 levels, with the largest increase (11 percent) reported by the general merchandise group. Other increases in the nondurable goods category were reported by the apparel group (10 percent), eating and drinking places (9 percent) and the food group (6 percent). Drug and proprietary stores, liquor stores, and gasoline service stations followed the general upward trend, showing sales increases over the previous year of 9, 7, and 6 percent respectively. In the durable goods category, 1966 sales in the furniture and appliance group were 9

percent higher than in 1965 while the automotive group and the lumber, building, hardware, farm equipment group both were up 2 percent.

Sales of Multiunit Organizations.—Annual sales of organizations operating 11 or more retail stores showed an increase of 9 percent over 1965 for all kinds of businesses combined. A sales gain of 10 percent over 1965 was shown by nondurable goods stores, while sales of durable goods stores were up 9 percent over the previous year. Compared with 1965, sales of all major kind-of-business groups showed increases. Multiunit organizations in the eating and drinking category reported the largest sales increase—18 percent. Drug and proprietary stores reported an increase of 16 percent over previous year sales. Accompanying these sales increases were gains by tire, battery, accessory dealers (12 percent), the general merchandise group (11 percent), and the food group (8 percent). The apparel group and the furniture and appliance group each showed gains of 7 percent while liquor stores were up 6 percent.

Table 1.—ESTIMATED SALES OF ALL RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: 1966 AND 1965

(Millions of dollars)

Kind of business	1966	1965	Per- cent change	Kind of business	1966	1965	Per- cent change
United States, total ¹	303,672	283,852	+7	Furniture and appliance group ¹	14,978	13,737	+9
Durable goods stores, total...	97,812	93,718	+4	Furniture, home furnishings stores..	9,089	8,533	+6
Nondurable goods stores, total	205,860	190,134	+8	Furniture stores.....	6,945	6,454	+8
Food group ¹	71,125	66,822	+6	Household appliance, TV, and radio			
Grocery stores.....	65,105	60,970	+7	stores.....	4,905	4,223	+16
Meat markets.....	1,583	1,552	+2	Household appliance dealers.....	3,337	2,993	+11
Bakery products stores.....	1,149	1,142	+1	Lumber, building, hardware, farm			
Eating and drinking places.....	23,431	21,423	+9	equipment group ⁴	16,654	16,274	+2
Eating places.....	17,439	15,682	+11	Lumber yards, building materials			
Restaurants, cafeterias, lunchrooms	13,812	12,896	+7	dealers ⁵	9,340	9,302	(6)
Drinking places.....	5,991	5,741	+4	Lumber yards.....	5,963	5,798	+3
General merchandise group.....	39,811	35,840	+11	Hardware stores.....	2,967	2,813	+5
Department stores and dry goods,				Automotive group.....			
general merchandise stores.....	31,393	27,939	+12	Passenger car, other automotive			
Department stores.....	26,094	23,421	+11	dealers.....	57,414	56,266	+2
Variety stores.....	5,727	5,320	+8	Passenger car dealers ⁵	53,875	53,217	+1
Mail order houses (department store				Passenger car dealers			
merchandise).....	2,691	2,581	+4	(franchised).....	47,682	47,557	(6)
Apparel group ¹	17,276	15,752	+10	Tire, battery, accessory dealers....	3,539	3,049	+16
Men's, boys' wear stores ²	3,537	3,258	+9	Gasoline service stations.....	23,012	21,765	+6
Men's boys' clothing, furnishings				Drug and proprietary stores.....			
stores.....	3,440	3,187	+8	Drug stores.....	10,148	9,335	+9
Women's apparel, accessory stores ³ ..	6,913	6,243	+11	Liquor stores.....	9,710	8,945	+9
Women's ready-to-wear stores.....	5,659	5,172	+9				
Family clothing stores.....	3,368	2,981	+13				
Shoe stores.....	2,811	2,571	+9				

Note: Measures of sampling variability are provided on page 19.

¹Includes data for kinds of business not shown separately.

²Includes men's boys' clothing, furnishings stores and custom tailors.

³Includes women's ready-to-wear, other apparel, accessory speciality shops; and furriers.

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

⁵Includes both franchised and nonfranchised car dealers.

⁶Less than 0.5 percent.

Table 2.—ESTIMATED SALES OF RETAIL STORES OF ORGANIZATIONS OPERATING 11 OR MORE RETAIL STORES (GROUP II STORES) IN THE UNITED STATES, BY KIND OF BUSINESS: 1966 AND 1965

(Millions of dollars)

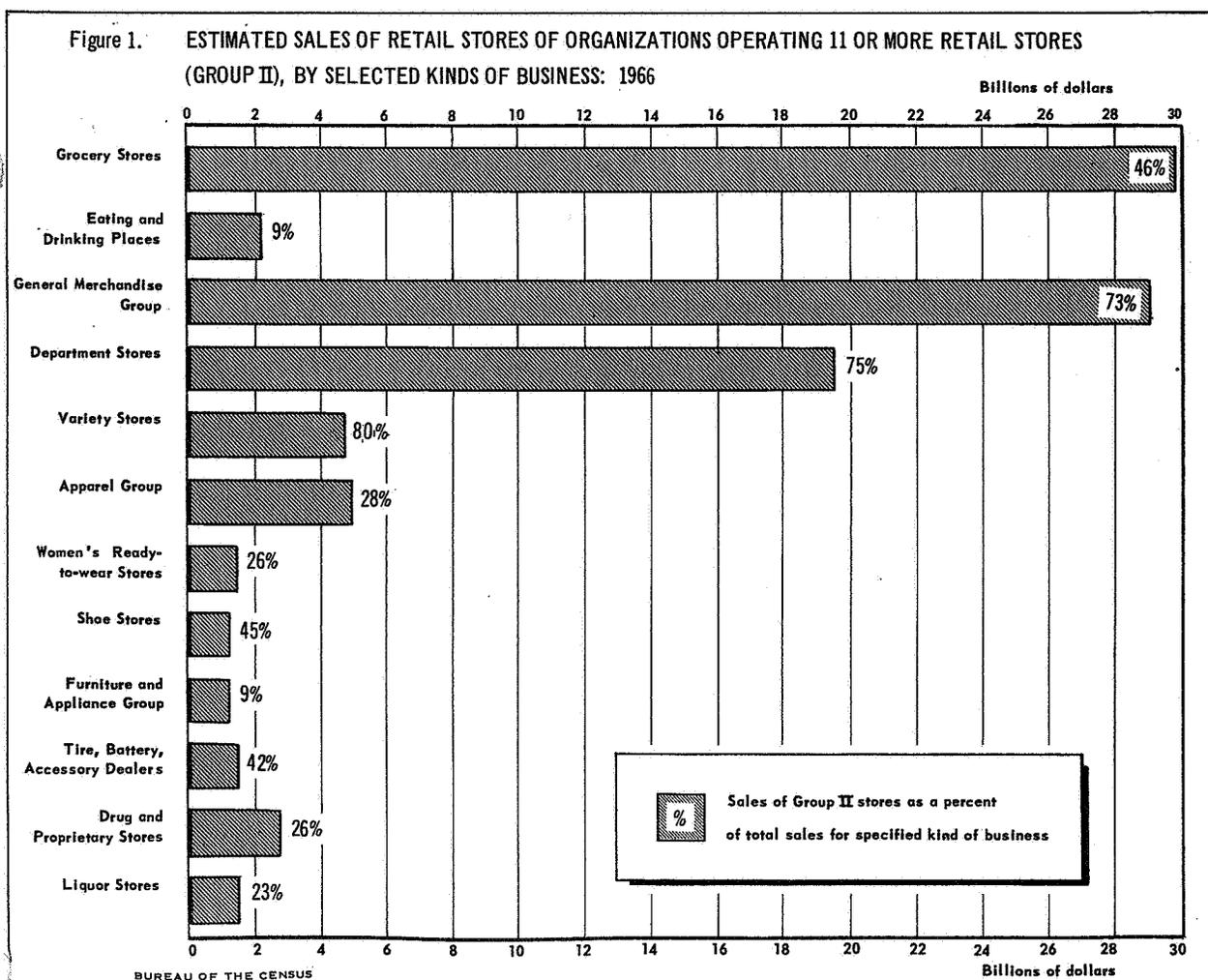
Kind of business	1966	1965	Per- cent change	Kind of business	1966	1965	Per- cent change
United States, total ¹	80,323	73,356	+9	Apparel group ¹	4,770	4,445	+7
Durable goods stores, total....	5,979	5,506	+9	Men's, boys' wear stores ²	573	557	+3
Nondurable goods stores, total..	74,344	67,850	+10	Women's apparel, accessory stores ³ ...	1,779	1,656	+7
Food group.....	30,940	28,598	+8	Women's ready-to-wear stores.....	1,479	1,361	+9
Grocery stores.....	29,906	27,627	+8	Shoe stores.....	1,269	1,168	+9
Eating and drinking places.....	2,222	1,891	+18	Furniture and appliance group.....	1,276	1,193	+7
General merchandise group ¹	28,988	26,112	+11	Tire, battery, accessory dealers.....	1,472	1,312	+12
Department stores and dry goods, general merchandise stores.....	22,026	19,771	+11	Drug and proprietary stores.....	2,663	2,300	+16
Department stores.....	19,653	17,593	+12	Liquor stores ⁴	1,547	1,454	+6
Variety stores.....	4,593	4,096	+12				

¹Includes data for kinds of business not shown separately.

²Includes men's, boys' clothing, furnishings stores and custom tailors.

³Includes women's ready-to-wear, other apparel, accessory, specialty shops; and furriers.

⁴Includes municipally owned liquor stores.



Distribution of Sales by Region, Division, Selected States, and Specified SMSA's

The North Central Region accounted for \$91.5 billion or 30.1 percent of total 1966 United States retail sales, with the East North Central and West North Central Divisions respectively totaling \$64.5 billion and \$26.9 billion of the region's total. In the East North Central Division, Illinois had sales of \$18.7 billion, up 7 percent over 1965, Ohio \$16.6 billion, up 7 percent over 1965; and Michigan \$13.7 billion, up 6 percent.

Retail sales in the South Region, the second ranking of the four United States regions, amounted to \$84.4 billion, 27.8 percent of total retail sales for the United States. The largest portion of regional sales was made in the South Atlantic Division—\$40.9 billion, followed by the West South Central Division—\$27.0 billion, of which the

State of Texas accounted for \$16.4 billion; and the East South Central Division—\$16.5 billion.

The Northeast Region had retail sales totaling over \$74.3 billion (24.5 percent of the United States total), with the Middle Atlantic and New England Divisions accounting for \$54.6 billion and \$19.7 billion respectively. In the Middle Atlantic Division, New York State led with total sales of \$26.9 billion; followed by Pennsylvania \$17.0 billion; and New Jersey \$10.7 billion.

In the West Region, retail sales totaled \$53.5 billion, 17.6 percent of the United States total. The Pacific Division accounted for \$41.9 billion or 78.3 percent of the region's total, with California having \$31.4 billion of the Division total. The Mountain Division accounted for \$11.6 billion or 21.7 percent of the region's sales. In the specified large standard metropolitan statistical areas, 1966 annual sales ranged from \$16.9 billion in the New York area to \$6.7 billion in the Detroit area.

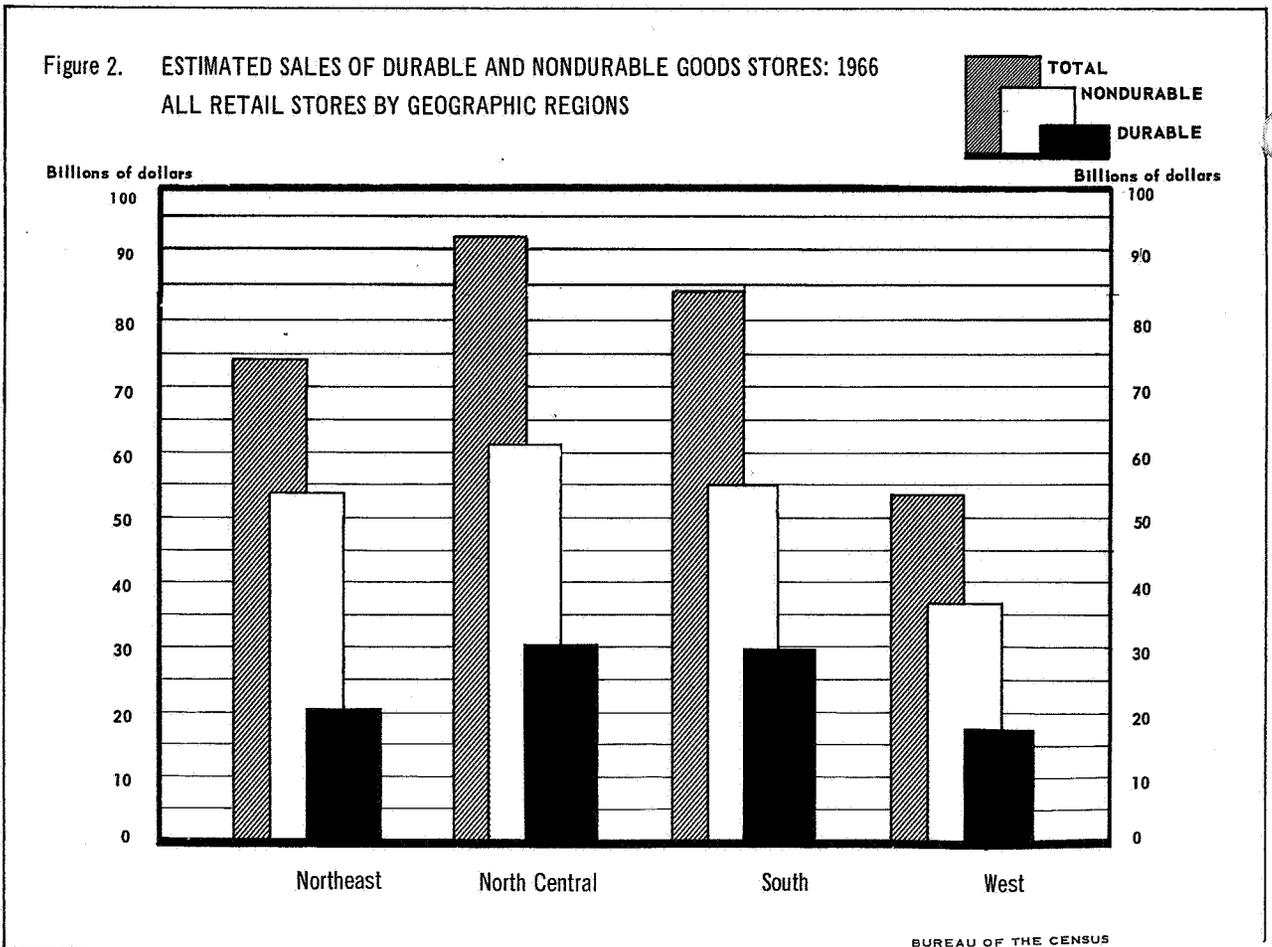


Table 3.—ESTIMATED SALES OF ALL RETAIL STORES, BY GEOGRAPHIC REGIONS AND KIND OF BUSINESS: 1966 AND 1965

(Millions of dollars)

Kind of business	Northeastern States			North Central States			The South			The West		
	1966	1965	Per- cent change	1966	1965	Per- cent change	1966	1965	Per- cent change	1966	1965	Per- cent change
All kinds of business, total ¹ ...	74,337	70,813	+5	91,460	84,318	+8	84,379	78,914	+7	53,496	49,956	+7
Durable goods stores, total...	20,677	20,821	-1	30,435	28,539	+7	29,391	28,451	+3	17,309	16,635	+4
Nondurable goods stores, total	53,660	49,992	+7	61,025	55,779	+9	54,988	50,463	+9	36,187	33,321	+9
Food group.....	19,059	18,340	+4	19,821	18,378	+8	19,590	18,155	+8	12,655	11,567	+9
Grocery stores.....	16,463	15,540	+6	18,200	16,856	+8	18,683	17,236	+8	11,759	10,703	+10
Eating and drinking places.....	6,743	6,268	+8	7,029	6,443	+9	5,263	4,704	+12	4,396	3,881	+13
GAF ² , total.....	19,097	17,334	+10	21,387	19,066	+12	19,451	17,413	+12	12,130	11,167	+9
General merchandise group.....	10,169	8,826	+15	12,425	11,101	+12	10,160	8,978	+13	7,057	6,428	+10
Apparel group.....	5,138	4,936	+4	4,647	4,157	+12	4,906	4,490	+9	2,583	2,380	+9
Furniture and appliance group.....	3,788	3,572	+6	4,315	3,808	+13	4,385	3,945	+11	(³)	(³)	(³)
Automotive group.....	(³)	(³)	(³)	17,295	16,484	+5	17,669	17,683	(⁴)	(³)	(³)	(³)
Gasoline service stations.....	4,261	3,960	+8	7,436	7,060	+5	6,842	6,537	+5	4,473	4,244	+5
Drug and proprietary stores.....	2,169	2,040	+6	3,114	2,829	+10	2,840	2,556	+11	2,025	1,894	+7

Note: Estimates are based on a sample. The changes made in the sales estimates as a result of the October 1965 sample revision were at the United States total level. Revisions were not made in the geographic area data. As a result, there are small differences between the sum of the area data and the United States totals. (See sampling variabilities on page 20). States in geographic regions are shown on page 24.

¹Includes data for kinds of business not shown separately. ²Stores in general merchandise, apparel, and furniture and appliance groups; these are stores specializing in Department-Store Types of merchandise. ³Not shown because of high sampling variability. ⁴Less than 0.5 percent.

Table 4.—ESTIMATED SALES OF ALL RETAIL STORES FOR SPECIFIED LARGE STANDARD METROPOLITAN STATISTICAL AREAS: 1966 AND 1965

(Millions of dollars)

Statistical area	1966	1965	Per- cent change	Statistical area	1966	1965	Per- cent change
STANDARD CONSOLIDATED AREA ¹				STANDARD METROPOLITAN STATISTICAL AREA—Continued			
Chicago, Ill.—Northwestern Ind., total..	13,459	12,493	+8	Philadelphia, Pa.,—N.J., total.....	6,959	6,680	+4
Nondurable goods stores.....	9,730	9,255	+5	Nondurable goods stores.....	4,924	4,617	+7
GAF ²	4,179	3,863	+8	GAF ²	1,991	1,766	+13
New York, N.Y.—Northeastern N.J., total.	23,843	23,134	+3	CITIES			
Nondurable goods stores.....	18,333	17,260	+6	Chicago, Ill., total.....	6,681	6,249	+7
GAF ²	6,969	6,435	+8	Nondurable goods stores.....	5,222	4,844	+8
STANDARD METROPOLITAN STATISTICAL AREA ¹				GAF ²	2,580	2,411	+7
Chicago, Ill., total.....	12,308	11,414	+8	Detroit, Mich., total.....	3,109	2,807	+11
Nondurable goods stores.....	9,004	8,539	+5	GAF ²	956	778	+23
GAF ²	3,928	3,647	+8	Los Angeles, Calif., total.....	5,091	4,450	+14
Detroit, Mich., total.....	6,717	6,464	+4	Nondurable goods stores.....	3,506	3,105	+13
GAF ²	1,939	1,632	+19	GAF ²	1,451	1,228	+18
Los Angeles,—Long Beach, and Anaheim, Santa Ana,—Garden Grove, Calif., total.	13,849	13,012	+6	New York, N.Y., total.....	10,991	10,750	+2
Nondurable goods stores.....	9,429	8,777	+7	Nondurable goods stores.....	8,856	8,627	+3
GAF ²	3,624	3,358	+8	GAF ²	3,365	3,245	+4
New York, N.Y., total.....	16,893	16,257	+4	Philadelphia, Pa., total.....	3,014	3,101	-3
Nondurable goods stores.....	13,296	12,716	+5	Nondurable goods stores.....	2,351	2,377	-1
GAF ²	5,007	4,723	+6	GAF ²	1,005	986	+2

Note: Estimates are based on a sample. (See sampling variabilities in table 15, page 20).

¹Standard Consolidated Areas and Standard Metropolitan Statistical Areas are shown on page 24. Note that data for Los Angeles—Long Beach and Anaheim—Santa Ana—Garden Grove SMSA's combined include both Los Angeles and Orange Counties. ²Stores in general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.

Per Capita Sales

Per capita retail sales in the United States in 1966 totaled \$1,568 compared with \$1,479 in 1965, an increase of 6 percent. Sales of nondurable-goods stores were reported at \$1,063 per capita in 1966, reflecting a 7 percent increase in sales per person over the \$991 in 1965. The largest increase in the nondurable category was 10 percent—in the general merchandise group, where per capita sales increased from \$187 in 1965 to \$206 in 1966. This was accompanied by 1966 per capita gains in the apparel group, up 9 percent, eating and drinking places, up 8 percent and drug and proprietary stores, up 6 percent. The food group and gasoline service stations each showed per capita gains of 5 percent over 1965.

Per capita sales of durable goods stores rose 3 percent over the 1965 level, going from \$488 in

1965 to 505 in 1966. This year-to-year increase reflected a 7 percent increase in the furniture and appliance group; per capita sales amounted to \$77 in 1966, compared with \$72 in 1965. An increase of 1 percent in per capita sales was shown by both the automotive group where per capita sales amounted to \$296 in 1966 compared to \$293 in 1965, and the lumber, building, hardware, farm equipment group, where per capita sales amounted to \$86 in 1966 compared to 85 in 1965.

Of the four regions in the country, the North Central had the highest per capita retail sales in 1966, \$1,690, followed by the West Region, \$1,671; the Northeast Region \$1,557; and the South Region, \$1,411. Among the selected large states in the United States, per capita sales ranged in 1966 from a high of \$1,832 in Missouri to a low of \$1,292 in North Carolina.

Table 5.—PER CAPITA SALES OF SELECTED KINDS OF BUSINESS, ALL RETAIL STORES IN THE UNITED STATES AND GEOGRAPHIC REGIONS: 1966 AND 1965

(Data are based on preliminary civilian population estimates as of July 1, 1966 and 1965. Amounts in dollars)

Kind of business	United States			Northeast			North Central			South			West		
	1966	1965	Per- cent change	1966	1965	Per- cent change	1966	1965	Per- cent change	1966	1965	Per- cent change	1966	1965	Per- cent change
All kinds of business ¹	1,568	1,479	+6	1,557	1,497	+4	1,690	1,567	+8	1,411	1,335	+6	1,671	1,578	+6
Durable goods stores.....	505	488	+3	433	440	-2	562	530	+6	492	481	+2	541	526	+3
Nondurable goods stores.....	1,063	991	+7	1,124	1,057	+6	1,128	1,037	+9	919	854	+8	1,130	1,052	+7
Food group.....	367	348	+5	399	388	+3	366	342	+7	328	307	+7	395	365	+8
Grocery stores.....	336	318	+6	345	329	+5	336	313	+7	312	292	+7	367	338	+9
Eating and drinking places...	121	112	+8	141	133	+6	130	120	+8	88	80	+10	137	123	+11
GAP ²	372	341	+9	400	367	+9	395	354	+12	325	295	+10	379	353	+7
General merchandise group..	206	187	+10	213	187	+14	230	206	+12	170	152	+12	220	203	+8
Department stores.....	135	122	+11	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Apparel group.....	89	82	+9	108	104	+4	86	77	+12	82	76	+8	81	75	+8
Furniture and appliance group.....	77	72	+7	79	76	+4	80	71	+13	73	67	+9	(³)	(³)	(³)
Lumber, building, hardware, farm equipment group.....	86	85	+1	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)	(NA)
Automotive group.....	296	293	+1	(³)	(³)	(³)	320	306	+5	295	299	-1	(³)	(³)	(³)
Gasoline service stations....	119	113	+5	89	84	+6	137	131	+5	114	111	+3	140	134	+4
Drug and proprietary stores..	52	49	+6	45	43	+5	58	53	+9	47	43	+9	63	60	+5

NA Not available.

¹Includes data for kinds of business not shown separately.

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

³Not shown because of high sampling variability.

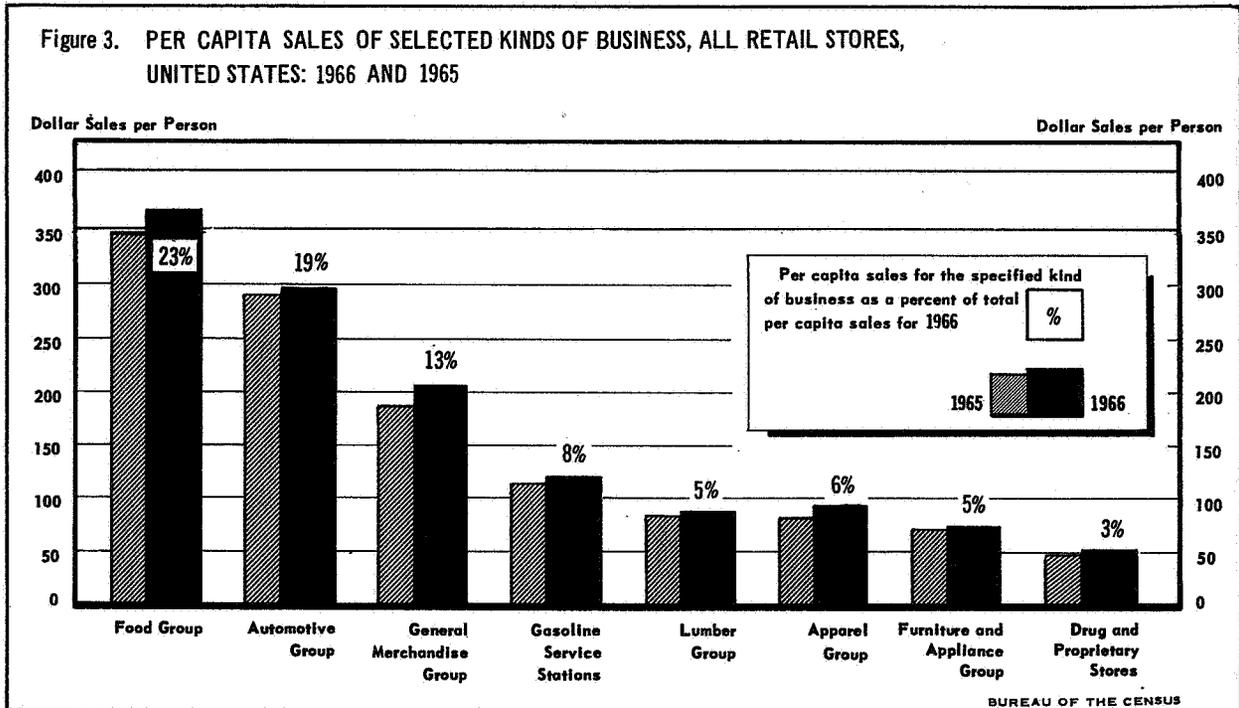


Table 6.—ESTIMATED ANNUAL AND PER CAPITA SALES OF ALL RETAIL STORES FOR SPECIFIED LARGE STATES: 1966 AND 1965

State	Annual sales			Per capita sales ¹			State	Annual sales			Per capita sales ¹		
	(Mil. dols.)		Per- cent change	(Dollars)		Per- cent change		(Mil. dols.)		Per- cent change	(Dollars)		Per- cent change
	1966	1965		1966	1965			1966	1965		1966	1965	
California.....	31,412	29,495	+6	1,695	1,612	+5	New Jersey.....	10,711	10,396	+3	1,565	1,544	+1
Florida.....	9,326	8,585	+9	1,596	1,503	+6	New York.....	26,945	25,804	+4	1,479	1,431	+3
Illinois.....	18,702	17,536	+7	1,754	1,654	+6	North Carolina..	6,311	6,034	+5	1,292	1,252	+3
Indiana.....	8,434	7,813	+8	1,718	1,602	+7	Ohio.....	16,611	15,524	+7	1,615	1,518	+6
Massachusetts....	9,039	8,593	+5	1,692	1,619	+5	Pennsylvania....	16,971	16,391	+4	1,468	1,425	+3
Michigan.....	13,732	12,909	+6	1,644	1,575	+4	Texas.....	16,383	15,396	+6	1,551	1,482	+5
Minnesota.....	6,122	5,244	+17	1,715	1,478	+16	Wisconsin.....	7,045	6,158	+14	1,695	1,487	+14
Missouri.....	8,190	7,491	+9	1,832	1,676	+9							

Note: Estimates are based on a sample (see sampling variability table 17, page 21).

¹Data are based on preliminary civilian population estimates as of July 1, 1966 and 1965.

Table 7.—ESTIMATED ANNUAL AND PER CAPITA SALES OF ALL RETAIL STORES BY GEOGRAPHIC DIVISIONS AND KIND OF BUSINESS: 1966 AND 1965

Geographic division and kind of business	Annual sales (millions of dollars)			Per capita sales ¹ (dollars)			Annual sales (millions of dollars)			Per capita sales ¹ (dollars)		
	1966		Per- cent change	1966		Per- cent change	1966		Per- cent change	1966		Per- cent change
	1966	1965		1966	1965		1966	1965		1966	1965	
NEW ENGLAND DIVISION												
Total ²	19,710	18,222	+8	1,771	1,652	+7	40,942	38,723	+6	1,434	1,376	+4
Durable goods stores.....	5,721	5,620	+2	514	509	+1	13,666	13,427	+2	479	477	(⁴)
Nondurable goods stores.....	13,989	12,602	+11	1,257	1,143	+10	27,276	25,296	+8	955	899	+6
Food group.....	5,024	4,782	+5	452	434	+4	2,836	2,543	+12	99	90	+10
GAF ³	4,587	4,011	+14	412	364	+13	9,849	8,989	+10	345	319	+8
Gasoline service stations.....	1,116	1,070	+4	100	97	+3	5,134	4,640	+11	180	165	+9
MIDDLE ATLANTIC DIVISION												
Total ²	54,627	52,591	+4	1,491	1,450	+3	16,484	15,030	+10	1,290	1,184	+9
Durable goods stores.....	14,956	15,201	-2	408	419	-3	10,704	9,598	+12	838	796	+11
Nondurable goods stores.....	39,671	37,390	+6	1,083	1,031	+5	3,957	3,667	+8	310	289	+7
Food group.....	5,159	4,894	+5	141	135	+4	3,688	3,279	+12	289	258	+12
GAF ³	14,510	13,323	+9	396	367	+8	1,916	1,784	+7	150	141	+6
General merchandise group.....	7,712	6,753	+14	211	186	+13	1,384	1,286	+8	108	101	+7
Apparel group.....	3,898	3,844	+1	106	106	0						
Gasoline service stations.....	3,145	2,890	+9	86	80	+8						
Drug and proprietary stores.....	1,590	1,489	+7	43	41	+5						
EAST NORTH CENTRAL DIVISION												
Total ²	64,524	59,940	+8	1,682	1,576	+7	26,953	25,161	+7	1,458	1,376	+6
Durable goods stores.....	20,615	19,628	+5	537	516	+4	9,949	9,592	+4	538	525	+2
Nondurable goods stores.....	43,909	40,312	+9	1,145	1,060	+8	17,004	15,569	+9	920	851	+8
Food group.....	14,858	13,846	+7	387	364	+6	6,248	5,723	+9	338	313	+8
Eating and drinking places.....	5,118	4,773	+7	133	125	+6	1,616	1,473	+10	87	81	+7
GAF ³	15,708	14,028	+12	409	369	+11	5,914	5,145	+15	320	281	+14
General merchandise group.....	9,160	8,041	+14	239	211	+13	3,110	2,554	+22	168	140	+20
Apparel group.....	3,427	3,161	+8	89	83	+7						
Gasoline service stations.....	4,884	4,713	+4	127	124	+2						
Drug and proprietary stores.....	2,292	2,081	+10	60	55	+9						
WEST NORTH CENTRAL DIVISION												
Total ²	26,936	24,378	+10	1,709	1,546	+11	11,587	10,843	+7	1,505	1,415	+6
Durable goods stores.....	9,820	8,911	+10	623	565	+10	7,780	7,229	+8	1,011	943	+7
Nondurable goods stores.....	17,116	15,467	+11	1,086	981	+11	2,698	2,523	+7	350	329	+6
Food group.....	4,963	4,532	+10	315	287	+10	2,338	2,132	+10	304	278	+9
GAF ³	5,679	5,038	+13	360	320	+13	1,335	1,171	+14	173	153	+13
General merchandise group.....	3,265	3,060	+7	207	194	+7						
Gasoline service stations.....	2,552	2,547	+9	162	149	+9						
SOUTH ATLANTIC DIVISION												
Total ²	40,942	38,723	+6	1,434	1,376	+4	41,909	39,113	+7	1,724	1,630	+6
Durable goods stores.....	13,666	13,427	+2	479	477	(⁴)	13,502	13,021	+4	555	543	+2
Nondurable goods stores.....	27,276	25,296	+8	1,257	1,143	+10	28,407	26,092	+9	1,168	1,087	+7
Eating and drinking places.....	2,836	2,543	+12	99	90	+10	9,957	9,044	+10	410	377	+9
GAF ³	9,849	8,989	+10	345	319	+8	3,574	3,130	+14	147	130	+13
General merchandise group.....	5,134	4,640	+11	180	165	+9	9,792	9,035	+8	403	377	+7
Apparel group.....	2,505	2,313	+8	88	82	+7	5,722	5,257	+9	235	219	+7
Gasoline service stations.....	3,287	3,077	+6	114	109	+5	3,163	2,995	+6	130	125	+4
Drug and proprietary stores.....	1,418	1,287	+10	50	46	+9						
EAST SOUTH CENTRAL DIVISION												
Total ²	16,484	15,030	+10	1,290	1,184	+9						
Nondurable goods stores.....	10,704	9,598	+12	838	796	+11						
Food group.....	3,957	3,667	+8	310	289	+7						
GAF ³	3,688	3,279	+12	289	258	+12						
General merchandise group.....	1,916	1,784	+7	150	141	+6						
Gasoline service stations.....	1,384	1,286	+8	108	101	+7						
WEST SOUTH CENTRAL DIVISION												
Total ²	26,953	25,161	+7	1,458	1,376	+6						
Durable goods stores.....	9,949	9,592	+4	538	525	+2						
Nondurable goods stores.....	17,004	15,569	+9	920	851	+8						
Food group.....	6,248	5,723	+9	338	313	+8						
Eating and drinking places.....	1,616	1,473	+10	87	81	+7						
GAF ³	5,914	5,145	+15	320	281	+14						
General merchandise group.....	3,110	2,554	+22	168	140	+20						
MOUNTAIN DIVISION												
Total ²	11,587	10,843	+7	1,505	1,415	+6						
Nondurable goods stores.....	7,780	7,229	+8	1,011	943	+7						
Food group.....	2,698	2,523	+7	350	329	+6						
GAF ³	2,338	2,132	+10	304	278	+9						
General merchandise group.....	1,335	1,171	+14	173	153	+13						
PACIFIC DIVISION												
Total ²	41,909	39,113	+7	1,724	1,630	+6						
Durable goods stores.....	13,502	13,021	+4	555	543	+2						
Nondurable goods stores.....	28,407	26,092	+9	1,168	1,087	+7						
Food group.....	9,957	9,044	+10	410	377	+9						
Eating and drinking places.....	3,574	3,130	+14	147	130	+13						
GAF ³	9,792	9,035	+8	403	377	+7						
General merchandise group.....	5,722	5,257	+9	235	219	+7						
Gasoline service stations.....	3,163	2,995	+6	130	125	+4						

Note: States in geographic divisions are shown on page 24. Measures of sampling variability are shown in table 16, page 20.

¹Data are based on preliminary civilian population estimates as of July 1, 1966 and 1965.

²Totals include data for kinds of business not shown separately.

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

⁴Less than 0.5 percent.

MERCHANDISE INVENTORIES

Merchandise on Hand

The cost value of merchandise inventories in retail stores in the United States on December 31, 1966 was estimated at \$35.0 billion, 11 percent higher than inventories held at the close of 1965. Of this total, \$18.6 billion represented the value of stocks of nondurable goods stores (up 8 percent from 1965) and \$16.4 billion, the stocks of durable goods stores (up 13 percent from 1965).

The furniture group as a whole showed an 18 percent expansion in inventory holdings on December 31, 1966, compared with the same date a year ago. The general merchandise group closed the year with inventories higher than in 1965 - up 12 percent, while department stores had an increase of 15 percent. The lumber, building, hardware, farm equipment group showed a 13 percent increase in inventories while the automotive group reported a gain of 10 percent. Drug and proprietary stores and liquor stores reported inventory gains of 12 percent and 10 percent respectively.

In warehouses and stores of organizations operating 11 or more retail stores, the cost value of merchandise held for sale on December 31, 1966, totaled \$9.8 billion, 11 percent over that held

on December 31, 1965. The general merchandise group which accounted for more than 46 percent of the total warehouse and store inventories of these organizations showed a year-to-year gain of 13 percent; food stores which accounted for almost 21 percent recorded an increase of 3 percent.

Sales-Inventory Ratios

Annual sales of all retail stores in 1966 were 8.9 times the cost value of year-end store inventories. The ratio of sales to year-end inventories for nondurable goods stores was 11.3 in 1966, compared with 11.1 for 1965. The ratio of sales to year-end inventories for durable goods stores was 6.2 in 1966, down from 6.6 in 1965.

Passenger car dealers showed a sales-inventory ratio of 8.0 in 1966 compared with 8.7 in the preceding year. The sales-inventory ratio for grocery stores increased to 19.9 in 1966 from 19.3 in 1965 while the ratio of 7.8 for department stores was unchanged year-to-year. The ratios were little changed from 1965 for shoe stores, 3.9 compared with 3.8; furniture and home furnishing stores 5.8 compared with 6.0. Farm equipment dealers showed a decrease in the sales-inventory ratio—3.6 in 1966 compared to 3.8 in 1965.

Figure 4. MERCHANDISE INVENTORIES— END OF YEAR 1966
ALL RETAIL STORES BY MAJOR KIND-OF-BUSINESS GROUPS

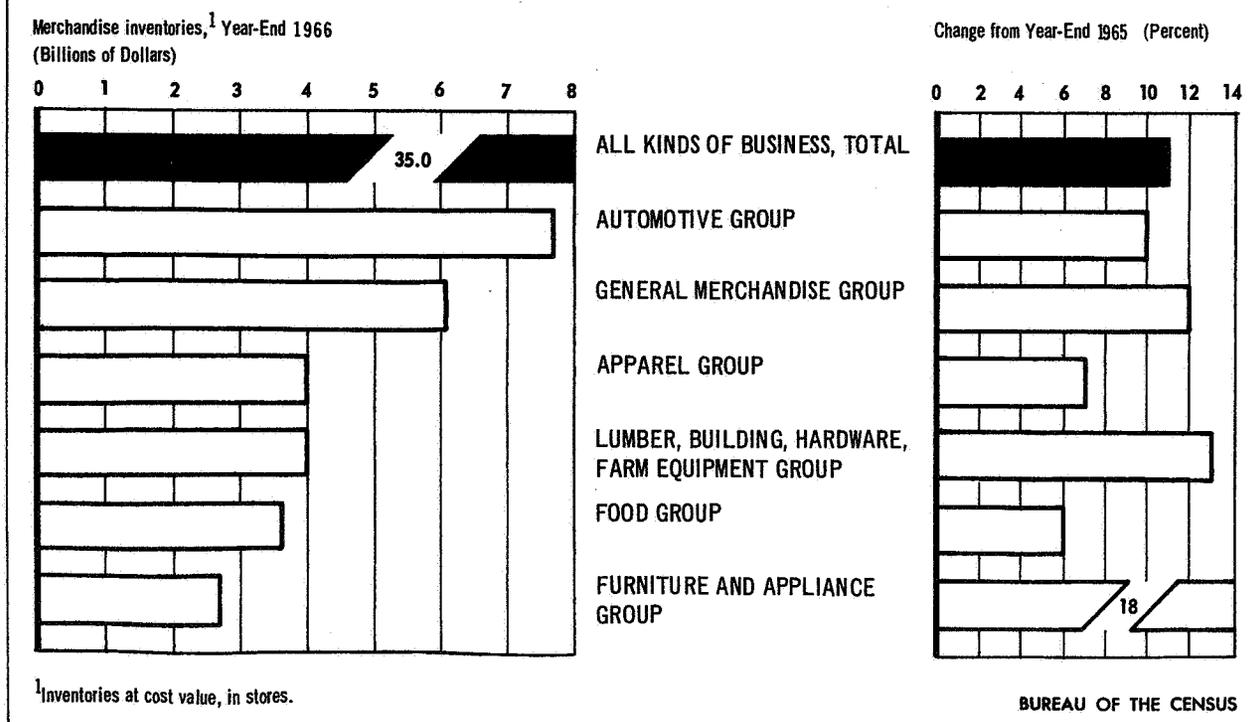


Table 8.—MERCHANDISE INVENTORIES AND SALES-INVENTORY RATIOS OF ALL RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1966 AND 1965

(Millions of dollars)

Kind of business	Merchandise inventories (at cost)			Sales-inventory ratio ¹	
	December 31		Percent change	1966	1965
	1966	1965			
All kinds of business.....	35,063 35,015	31,678	+11	8.9	9.1
Durable goods stores.....	16,399 16,399	14,514	+13	6.2	6.6
Nondurable goods stores.....	18,616	17,164	+8	11.3	11.1
Food group.....	3,556	3,339	+6	20.4	20.1
Grocery stores.....	3,356	3,150	+7	19.9	19.3
Eating and drinking places.....	555	510	+9	43.3	40.1
General merchandise group.....	6,108	5,454	+12	7.1	7.1
Department stores and dry goods, general merchandise stores.....	4,722	4,093	+15	7.4	7.4
Department stores.....	3,715	3,224	+15	7.8	7.8
Variety stores.....	940	909	+3	6.0	6.2
Mail order (department store merchandise).....	446	452	-1	6.5	6.0
Apparel group ²	3,979	3,727	+7	4.7	4.7
Men's, boys' clothing furnishings stores.....	1,056	939	+12	3.7	3.9
Women's ready-to-wear stores.....	1,029	953	+8	6.3	6.0
Shoe stores.....	755	688	+10	3.9	3.8
Furniture and appliance group ²	2,734	2,323	+18	5.8	6.0
Furniture, home furnishings stores.....	1,565	1,389	+13	5.8	6.0
Furniture stores.....	1,250	1,101	+14	5.3	5.5
Household appliance, TV, radio stores.....	912	730	+25	6.2	6.5
Household appliance dealers.....	584	501	+17	6.6	6.5
Lumber, building, hardware, farm equipment group.....	4,014 3,969	3,525	+14 +13	4.5 4.5	4.7
Lumber yards, building materials dealers ³	1,629	1,594	+2	5.7	5.8
Lumber yards.....	1,111	1,037	+7	5.4	5.6
Hardware stores.....	831	766	+8	3.7	3.7
Farm equipment dealers.....	1,509 1,509	1,165	+30 +30	3.6 3.6	3.8
Automotive group ²	7,711	7,007	+10	7.6	8.2
Passenger car dealers.....	6,491	5,921	+10	8.0	8.7
Passenger car dealers (franchised).....	6,157	5,549	+11	8.0	8.7
Tire, battery, accessory dealers.....	682	567	+20	5.0	5.2
Gasoline service stations.....	884	893	-1	24.9	24.0
Other retail stores ²	5,519	4,900	+13	7.4	7.4
Drug and proprietary stores.....	1,710	1,527	+12	6.0	6.1
Liquor stores.....	709	643	+10	10.0	9.7
Jewelry stores.....	716	614	+17	2.9	3.0

Note: Measures of sampling variability are provided on page 19. Warehouse inventories of Group II organizations are excluded from this table.

¹Based 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.

²Dollar volume and sales-inventory ratios for group totals include kinds of business not shown separately.

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

Table 9.—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 1966 AND 1965

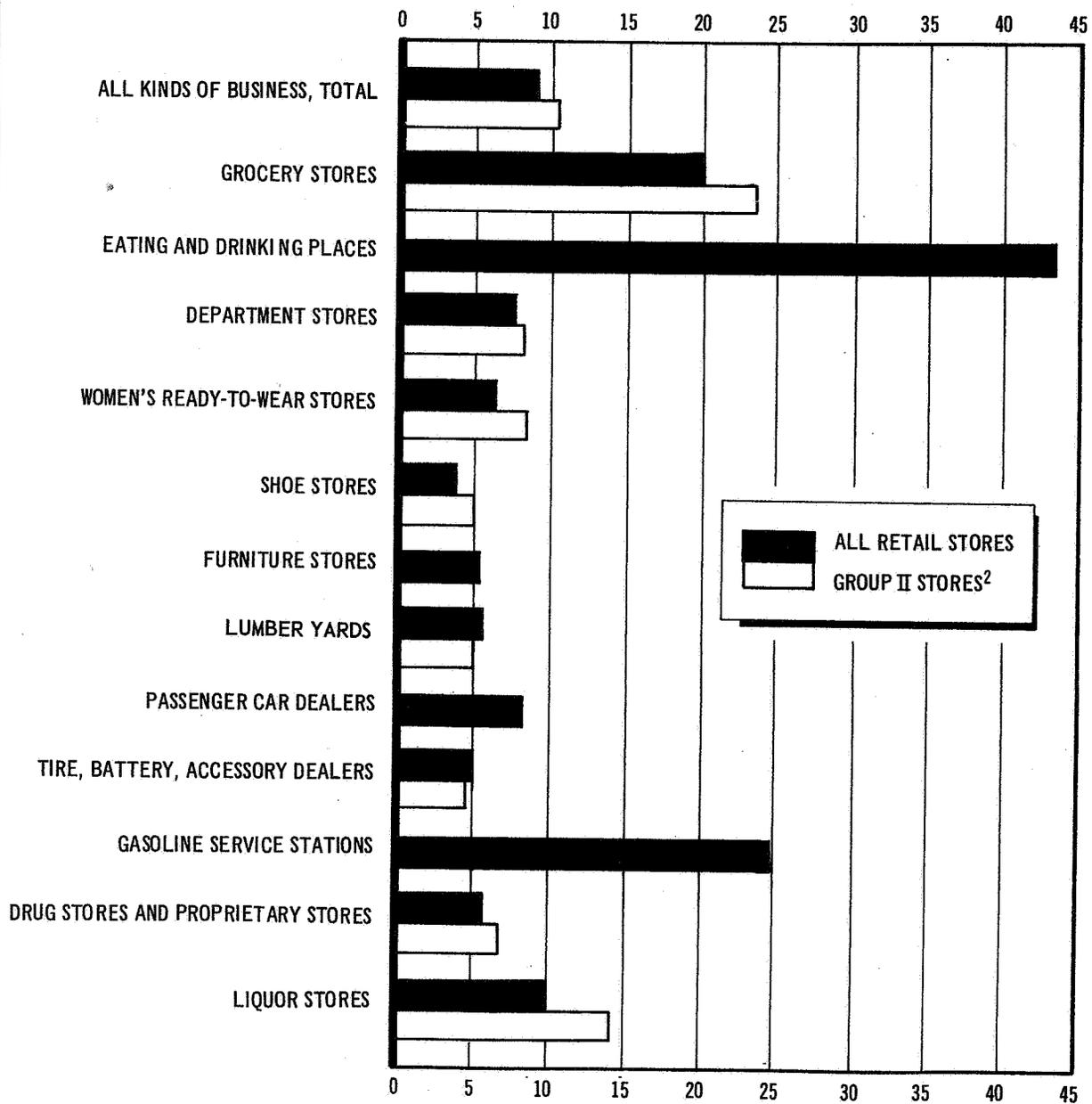
Kind of business	Merchandise inventories, at cost (Millions of dollars)						Sales inventory ratio (stores only)	
	Total warehouses and stores			Stores				
	December 31--		Percent change	December 31--		Percent change	1966:	1965
	1966	1965		1966	1965			
All kinds of business ¹	9,778 9,891	8,863	+11	7,832	7,106	+10	10.4	10.5
Durable goods stores.....	1,207	1,084	+11	968	861	+12	6.0	6.4
Nondurable goods stores.....	8,624 8,591	7,779	+11 +11	6,864	6,245	+10	11.1	11.1
Food group ¹	2,028	1,963	+3	1,302	1,236	+5	23.6	23.0
Grocery stores.....	1,984	1,920	+3	1,272	1,207	+5	23.4	22.7
General merchandise group ¹	4,534	4,006	+13	3,994	3,578	+12	7.6	7.6
Department stores and dry goods, general merchandise stores..	3,360	2,849	+18	2,921	2,506	+17	8.0	8.1
Department stores.....	3,013	2,510	+20	2,631	2,215	+19	8.1	8.2
Variety stores.....	750	723	+4	659	645	+2	6.5	6.9
Apparel group ¹	919	861	+7	817	777	+5	5.9	5.8
Men's, boys' clothing furnishings stores.....	160	152	+5	149	142	+5	4.0	4.0
Women's ready-to-wear stores.....	217	184	+18	200	174	+15	8.3	8.1
Shoe stores.....	291	270	+8	251	233	+8	4.9	5.0
Furniture and appliance group.....	225	207	+9	149	140	+6	8.3	8.6
Lumber, building, hardware, farm equipment group.....	364	357	+2	314	308	+2	4.8	4.7
Lumber yards, building materials dealers ²	249	246	+1	233	231	+1	5.2	5.0
Lumber yards.....	151	157	-4	145	151	-4	5.0	4.8
Tire, battery, accessory dealers.....	421	348	+21	346	285	+21	4.2	4.7
Drug and proprietary stores.....	528 561	424	+23 +23	414	331	+25	6.7	7.0
Liquor stores.....	232	200	+16	113	115	-2	14.1	12.8

¹Includes data for kinds of business not shown separately.

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

Figure 5. SALES-INVENTORY RATIOS— 1966—ALL RETAIL STORES AND GROUP II STORES, BY SELECTED KINDS OF BUSINESS

(Annual Turnover: 1966 Sales divided by year-end inventories, at cost)¹



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

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

ACCOUNTS RECEIVABLE

Retail stores in the United States reported a total of \$19.0 billion of accounts receivable balances owed to them by customers as of December 31, 1966, 4 percent more than the \$18.2 billion reported as of the same date a year earlier. Credit balances on charge accounts and on installment accounts amounted to \$8.2 billion and \$10.8 billion respectively, at the close of 1966, with charge accounts showing a year-to-year decrease of 1 percent, while installment accounts increased 8 percent.

Receivable balances for nondurable goods stores in total amounted to \$11.8 billion, 6 percent more than the amount owed at the close of 1965. Department stores reported unpaid balances totaling \$5.7 billion at the end of 1966 (30 percent of the total for all retail stores). Apparel stores with \$1.5 billion showed an increase of 11 percent from 1965.

Durable goods stores in total reported accounts receivable balances at the close of 1966 at \$7.2 billion, 1 percent more than the total

reported a year ago. Contributing to these figures were dealers in the furniture and appliance group, with \$2.7 billion, little changed from the previous year; the automotive group, \$1.8 billion, up 5 percent; and the lumber and building materials group, \$1.7 billion, down 2 percent.

More than 85 percent of the 1966 year-end credit balances due from customers of general merchandise stores were on installment accounts. In furniture and appliance stores, installment accounts represented approximately 68 percent of total year end 1966 outstanding balances. In contrast, the credit balances outstanding for the lumber, building, hardware, farm equipment group and for the apparel group were predominantly on charge accounts (89 percent and 66 percent, respectively). For the automotive group, about 60 percent was outstanding on charge accounts.

Stores of organizations operating 11 or more retail stores accounted for \$8.7 billion of total receivables at the end of 1966, with \$7.4 billion on installment accounts compared with \$1.3 billion in charge accounts.

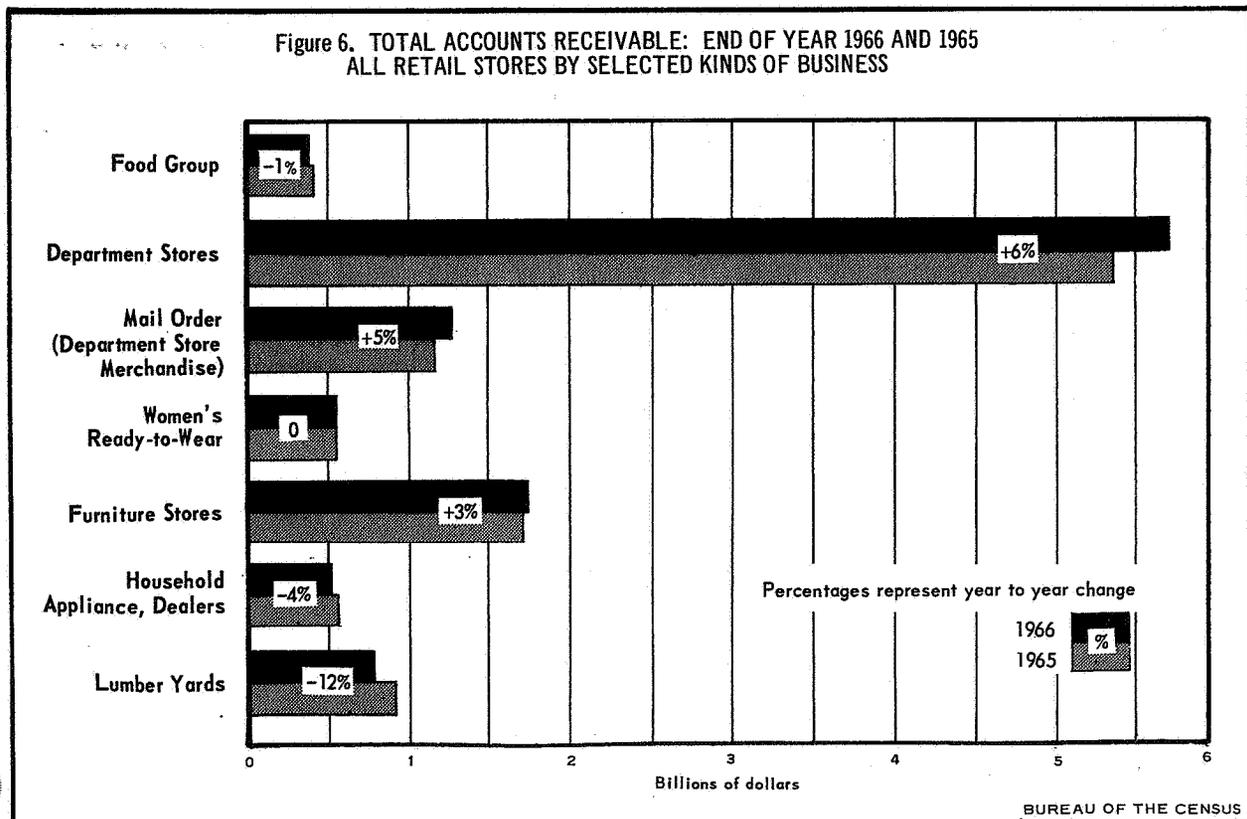


Table 10.—ACCOUNTS RECEIVABLE OF ALL RETAIL STORES IN THE UNITED STATES, BY KIND OF BUSINESS: END OF YEAR 1966 AND 1965

(Millions of dollars)

Kind of business	December 31--		Percent change, 1966 from 1965	Kind of business	December 31--		Percent change, 1966 from 1965
	1966	1965			1966	1965	
All kinds of business, total ¹	18,986	18,193	+4	Furniture and appliance group ¹	2,669	2,662	(⁴)
Durable goods stores, total....	7,212	7,120	+1	Furniture, home furnishings stores....	1,928	1,902	+
Nondurable goods stores, total.	11,774	11,073	+6	Furniture stores.....	1,776	1,728	+
Food group.....	396	402	-1	Household appliance, TV, radio stores	629	644	-
Grocery stores.....	316	319	-1	Household appliance dealers.....	509	531	-
Eating and drinking places.....	162	138	+17	Lumber, building, hardware, farm equipment group.....	1,706	1,733	-
General merchandise group ¹	7,873	7,396	+6	Lumber yards, building materials dealers ²	1,180	1,258	-
Department stores and dry goods, general merchandise stores.....	6,345	6,008	+6	Lumber yards.....	795	902	-12
Department stores.....	5,683	5,381	+6	Automotive group ¹	1,772	1,687	+5
Mail order houses (department store merchandise).....	1,214	1,158	+5	Passenger car dealers ³	1,054	1,067	-1
Apparel group.....	1,456	1,317	+11	Passenger car dealers (franchised).	967	988	-2
Women's ready-to-wear stores.....	532	533	(⁴)	Tire, battery, accessory dealers....	660	557	+18
				Gasoline service stations.....	388	432	-10
				Other retail stores.....	2,562	2,426	+6

Note: Measure of sampling variability are provided on page 21.

¹Includes data for kinds of business not shown separately.

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

³Includes both franchised and nonfranchised car dealers.

⁴Less than 0.5 percent.

Table 11.—ACCOUNTS RECEIVABLE OF ALL RETAIL STORES IN THE UNITED STATES BY TYPE OF ACCOUNT AND KIND OF BUSINESS: END OF YEAR 1966 AND 1965

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1966 from 1965	December 31--		Percent change, 1966 from 1965	December 31--		Percent change, 1966 from 1965
	1966	1965		1966	1965 ^r		1966	1965 ^r	
All kinds of business, total ¹	18,986	18,193	+4	8,164	8,205	-1	10,822	9,988	+8
Durable goods stores.....	7,212	7,120	+1	3,759	3,833	-2	3,453	3,287	+5
Nondurable goods stores.....	11,774	11,073	+6	4,405	4,372	+1	7,369	6,701	+10
Food group.....	396	402	-1	376	376	0	(²)	(²)	(²)
General merchandise group.....	7,873	7,396	+6	1,148	1,215	-6	6,725	6,181	+9
Department stores and dry goods, general merchandise stores.....	6,345	6,008	+6	1,118	1,164	-4	5,227	4,844	+8
Department stores.....	5,683	5,381	+6	1,001	1,020	-2	4,682	4,361	+7
Apparel group.....	1,456	1,317	+11	958	926	+3	498	391	+27
Furniture and appliance group.....	2,669	2,662	(³)	856	920	-7	1,813	1,742	+4
Furniture, home furnishings stores.....	1,928	1,902	+1	578	610	-5	1,350	1,292	+4
Household appliance, TV, radio stores.....	629	644	-2	(²)	(²)	(²)	388	371	+5
Lumber, building, hardware, farm equipment group	1,706	1,733	-2	1,517	1,567	-3	189	166	+14
Lumber yards, building materials dealers.....	1,180	1,258	-6	1,093	1,174	-7	(²)	(²)	(²)
Lumber yards.....	795	902	-12	758	872	-13	(²)	(²)	(²)
Automotive group ¹	1,772	1,687	+5	1,055	1,013	+4	717	674	+6
Passenger car dealers (franchised).....	967	988	-2	740	726	+2	(²)	(²)	(²)
Tire, battery, accessory dealers.....	660	557	+18	(²)	(²)	(²)	420	337	+25
Gasoline service stations.....	388	432	-10	381	421	-10	(²)	(²)	(²)

Note: Measures of sampling variability are provided on page 21.

^rRevised.

¹Includes data for kinds of business not shown separately.

²Not shown because of high sampling variability.

³Less than 0.5 percent.

Table 12.—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 1966 AND 1965

(Millions of dollars)

Kind of business	Total			Charge accounts			Installment accounts		
	December 31--		Percent change, 1966 from 1965	December 31--		Percent change, 1966 from 1965	December 31--		Percent change, 1966 from 1965
	1966	1965		1966	1965 ^F		1966	1965 ^F	
All kinds of business, total ¹	8,698	7,948	+9	1,309	1,305	(³)	7,389	6,643	+11
Durable goods stores, total.....	1,603	1,502	+7	328	342	-4	1,275	1,160	+10
Nondurable goods stores, total.....	7,095	6,446	+10	981	963	+2	6,114	5,483	+12
General merchandise group.....	6,340	5,783	+10	530	560	-5	5,810	5,223	+11
Department stores and dry goods, general merchandise stores.....	5,242	4,821	+9	507	516	-2	4,735	4,305	+10
Department stores.....	4,737	4,363	+9	484	490	-1	4,253	3,873	+10
Apparel group.....	438	364	+20	187	154	+21	251	210	+20
Furniture and appliance group.....	458	437	+5	32	34	-6	426	403	+6
Tire, battery, accessory dealers.....	439	391	+12	(²)	(²)	(²)	(²)	(²)	(²)

Note: Measures of sampling variability are provided on page 21.

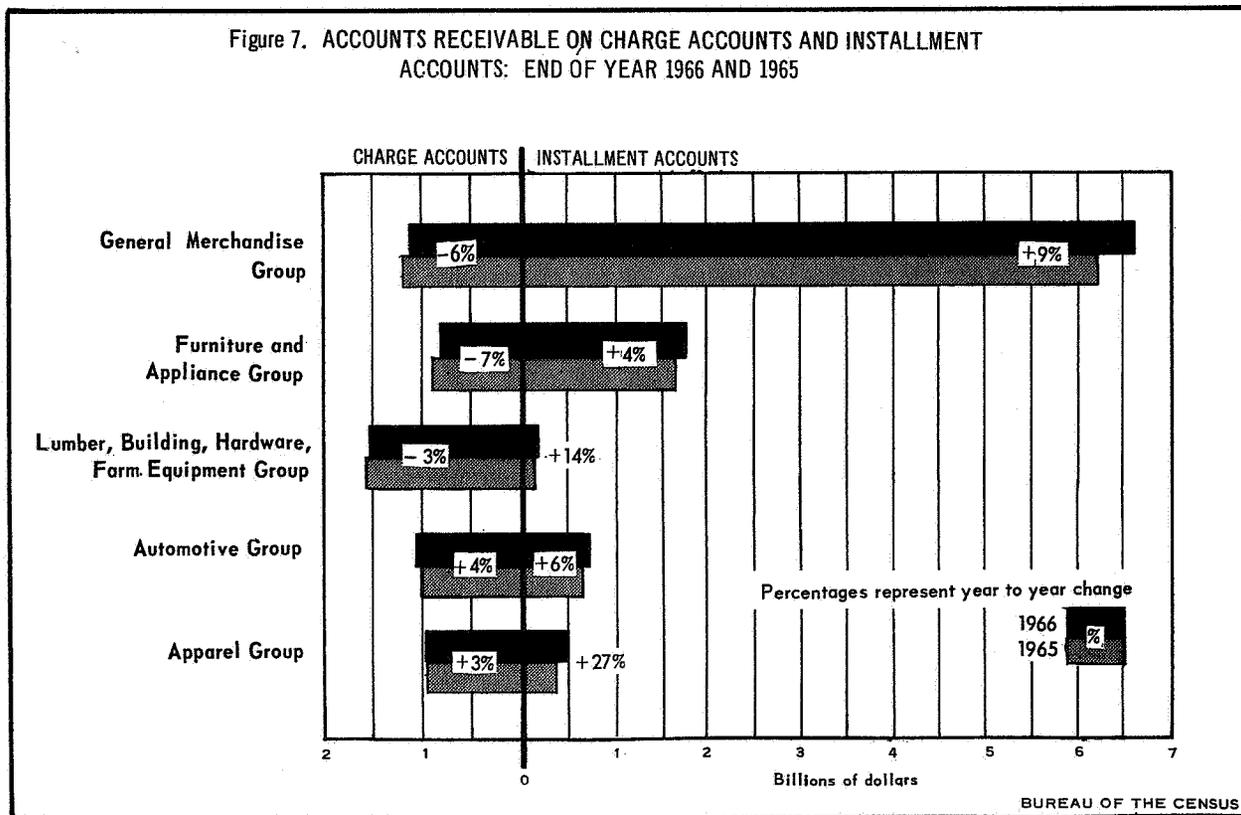
^FRevised.

¹Includes data for kinds of business not shown separately.

²Not shown because of high sampling variability.

³Less than 0.5 percent.

Figure 7. ACCOUNTS RECEIVABLE ON CHARGE ACCOUNTS AND INSTALLMENT ACCOUNTS: END OF YEAR 1966 AND 1965



SAMPLE DESIGN AND RELIABILITY OF THE DATA

Sample Design

Data on inventories in this report were derived from the 1966 Annual Retail Trade Survey, which was based on essentially the same probability sample used to produce national monthly estimates of retail sales published in the Monthly Retail Trade Report. A detailed description of this sample, and of the subsample used to derive monthly accounts receivable data, are shown in the Monthly Retail Sales Report. Statistics on annual sales and end-of-year accounts receivables shown in this report were derived from the Monthly Retail Trade Survey. The accounts receivable data were based on a subsample of the probability sample used to produce monthly sales estimates.

The sample design permits publication of sales data for geographic areas, selected States, and selected standard metropolitan statistical areas. For purposes of developing these estimates, Group II organizations, i.e., firms with 11 or more retail stores as reported in the 1963 Census of Business, are requested to report separately for a sample of their establishments or by county.

The 1966 annual sample consists of the following components:

A. Group II Firms—Organizations which operated 11 or more retail stores in 1963. All of these organizations were included in the survey and generally provided one report for all their retail stores. For those Group II firms with retail stores in more than one kind of business, the reported figures were prorated among the different kinds of business on the basis of the percentage distribution of the firm's total sales by kind of business as reported in the 1963 Census of Business.

B. Group I Stores—Stores belonging to organizations which did not operate 11 retail stores or more at the time of the 1963 Census of Business. Stores selected for this portion of the sample are located within 243 census sample areas.¹ These census sample areas generally consist of combinations of two or three counties and were chosen randomly (with known probability of selection), one from each of 243 primary strata. Within these 243 census sample areas, the Group I sample consists of—

1. "Large" stores - All stores located anywhere in the census sample areas which meet certain annual sales criteria. All known department stores located in census sample areas were included in the sample. For other kinds of business the designated amount of annual sales varied. This "large" store panel was supplemented on the basis of information from the 1963 Census of Business for certain GAF (general merchandise, apparel, furniture and appliance) stores in 20 large standard metropolitan statistical areas.

2. "Special" area segment stores - Stores other than "large" stores described above located in a subsample of land segments (selected with known probability) within the census sample areas and qualifying on the basis that their sales exceeded certain criteria which were lower than those designated for the "large" stores.

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

APPROXIMATE NUMBER OF RETAIL STORES IN THE
1966 ANNUAL RETAIL TRADE SAMPLE

Total	Group II stores	Group I stores		
		"Large" stores	"Special" area segment stores	"Small" stores
158,200	124,500	7,000	5,200	21,500

¹Group I stores with sales of \$6 million or more in 1963 are an exception, such establishments being included in the sample, regardless of location. These stores are referred to as National List Stores.

Reliability of the Data

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

Approximate measures of the differences which may exist because of sampling for the estimates are shown in tables 13 to 18. Measures of sampling variability for sales-inventory ratios of retail stores have not been computed, but, in general, are expected to be less than those for merchandise inventory dollar volume estimates.

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

Measures of sampling variability shown in this report do not include biases which might arise from differences of response or nonreporting. Nonresponse amounted to about 2 percent for inventories, 8 percent for sales, and 11 percent for accounts receivable.

Table 13.—SAMPLING VARIABILITY FOR SALES ESTIMATES AND FOR MERCHANDISE INVENTORY ESTIMATES

Kind of business	Sampling variability (percent)			Kind of business	Sampling variability (percent)		
	Sales	Merchandise inventory			Sales	Merchandise inventory	
	Dollar volume estimate	Dollar volume estimate	Year-to-year change		Dollar volume estimate	Dollar volume estimate	Year-to-year change
United States.....	1	1	1	Furniture and appliance group.....	3	4	2
Durable goods stores.....	2	2	1	Furniture, home furnishings stores.....	3	4	3
Nondurable goods stores.....	1	1	1	Furniture stores.....	4	5	3
Food group.....	1	2	(NA)	Household appliance, TV, radio stores.....	5	6	4
Grocery stores.....	1	2	(NA)	Household appliance dealers.....	6	7	4
Meat markets.....	6	(NA)	(NA)	Lumber, building, hardware, farm equipment group.....	4	3	2
Bakery products stores.....	6	(NA)	(NA)	Lumber yards, building materials dealers.....	4	4	3
Eating and drinking places.....	2	4	3	Lumber yards.....	5	4	(NA)
Eating places.....	3	(NA)	(NA)	Hardware stores.....	5	5	2
Restaurants, cafeterias, lunchrooms.....	3	(NA)	(NA)	Farm equipment.....	(NA)	8	4
Drinking places.....	3	(NA)	(NA)	Automotive group.....	3	3	2
General merchandise group.....	1	2	1	Passenger cars, other automotive dealers.....	3	(NA)	(NA)
Department stores and dry goods, general merchandise stores.....	2	2	1	Passenger car dealers.....	3	3	2
Department stores.....	2	2	1	Passenger car dealers (franchised).....	3	4	(NA)
Variety stores.....	2	3	2	Tire, battery, accessory dealers.....	6	5	3
Mail order houses (department store merchandise).....	(1)	(1)	(1)	Gasoline service stations.....	2	3	2
Apparel group.....	3	4	2	Other retail stores.....	(NA)	2	2
Men's, boys' wear stores.....	5	6	4	Drug and proprietary stores.....	3	4	2
Men's, boys' clothing furnishing stores.....	5	(NA)	(NA)	Drug stores.....	3	(NA)	(NA)
Women's apparel, accessory stores.....	3	(NA)	(NA)	Liquor stores.....	4	5	2
Women's ready-to-wear stores.....	4	4	2	Jewelry stores.....	(NA)	6	3
Family clothing stores.....	10	(NA)	(NA)				
Shoe stores.....	4	5	2				

Note: Estimates of the sampling variability of the 1966 sales and inventory data are not available. The estimates of the sampling variabilities shown above for sales were derived from sales statistics for the months of January through May 1960, while those for inventory were derived from the 1959 merchandise inventory estimates.

Corresponding estimates of sampling variability are not available for kinds of business not shown above. In general, they tend to be higher than the sampling variability in the table above for the broader kinds of business in which they are included.

NA Not available.

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

Table 14.--ESTIMATED RANGES OF SAMPLING VARIABILITY OF SALES OF ALL RETAIL STORES FOR GEOGRAPHIC REGIONS, BY KIND OF BUSINESS

Kind of business	Dollar volume sales estimates			
	North-east	North Central	South	West
All kinds of business.....	A	A	A	A
Durable goods stores.....	B	A	B	B
Nondurable goods stores.....	A	A	A	A
Food group.....	A	A	A	B
Grocery stores.....	A	A	B	B
Eating and drinking places.....	B	B	B	B
G.A.F., total.....	A	A	A	B
General merchandise group.....	A	A	A	B
Apparel group.....	B	B	B	B
Furniture and appliance group.....	B	B	B	C
Automotive group.....	C	B	B	C
Gasoline service stations.....	B	B	B	B
Drug and proprietary stores.....	B	B	B	B

Symbols used for the estimated sampling variability ranges, tables 14, 15, 16, and 17:
 A = 0 to 3.5 percent
 B = 3.6 to 7.0 percent
 C = 7.1 to 10.5 percent

Table 15.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES FOR SPECIFIED STANDARD METROPOLITAN STATISTICAL AREAS AND STANDARD CONSOLIDATED AREAS

Area	Dollar volume (sales estimates)		
	Total	Nondurable	GAF
Standard Consolidated Areas			
Chicago, Ill.-Northwestern Indiana.....	B	B	B
New York, N.Y.-Northeastern New Jersey.....	B	A	B
Standard Metropolitan Statistical Areas			
Chicago, Ill.....	B	B	B
Detroit, Mich.....	B	C	B
Los Angeles-Long Beach, Calif.....	B	A	B
New York, N.Y.....	B	A	B
Philadelphia, Pa.-N.J.....	B	B	B

Table 16.--ESTIMATED RANGE OF SAMPLING VARIABILITY OF SALES FOR GEOGRAPHIC DIVISIONS BY KINDS 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.....	B	A	A	B	B	B	B	B	B
Durable goods stores.....	B	B	B	B	B	C	C	(¹)	B
Nondurable goods stores.....	B	A	A	B	B	B	B	B	B
Food group.....	B	(NA)	A	B	(NA)	B	B	C	B
Eating and drinking places.....	C	B	B	C	B	C	B	C	B
G.A.F., total.....	B	B	A	A	B	B	B	B	B
General merchandise group.....	-	A	A	B	A	B	B	B	B
Apparel group.....	C	B	B	C	B	C	C	C	C
Gasoline service stations.....	B	B	B	B	B	B	C	C	B
Drug and proprietary stores.....	C	B	B	C	B	C	C	C	C

¹More than 10.5 percent.

Table 17.—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
California.....	B	Michigan.....	B	North Carolina.....	B
Florida.....	B	Minnesota.....	B	Ohio.....	B
Illinois.....	B	Missouri.....	B	Pennsylvania.....	B
Indiana.....	B	New Jersey.....	B	Texas.....	B
Massachusetts.....	B	New York.....	B	Wisconsin.....	B

Table 18.—SAMPLING VARIABILITY FOR ACCOUNTS RECEIVABLE ESTIMATES OF RETAIL STORES

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

Note: These are median figures based on the ranges of sampling error of the accounts receivable estimates published in the Monthly Retail Trade Report for May and December 1959 and January through March 1960.

NA not available.

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

²Sampling variability is less than 0.5 percent.

³Sampling variability is less than 0.1 percent. See footnote 1 table 13.

Appendix A: Explanation of Terms

Retail trade

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

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

Retail stores

Separate places of business primarily engaged in selling merchandise at retail, including separate departments in such stores leased to others.

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

Sales

Total receipts from customers during the year after deduction of refunds and allowances for merchandise returned by customers. Receipts from repairs and from other services to customers, sales for resale, and sales 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 a retail by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade.

Merchandise inventories

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

Merchandise inventories exclude the value of fixtures, furnishings, equipment, and supplies used in store and warehouse operations and not held for resale. Inventories were reported as of the close of the calendar year, except for some businesses which used a fiscal year rather than the calendar year for accounting purposes. About 20 percent of the retail inventory total refers to a fiscal-year end other than December 31, but this varied by kind of business (varying from about 41 percent for stores in the general merchandise group to about 5 percent for gasoline service stations). Inventory data for a date other than December 31, 1966, have been accepted and included in the tabulations without adjustment.

Sales-inventory ratio

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

The sales-inventory ratios, shown in tables 8 and 9, 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 which 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 1966. Ratios for organizations with 11 or more stores are based on store inventories only and do not include warehouse inventories.

on data for all stores, including those that began or ceased operation in 1965, and it also includes estimates for nonreporters.

Accounts receivable

Balances owed to retail stores by their customers.

The data in this report refer to receivables outstanding as of the end of the year. Receivables against which the firm may have borrowed are included. However, credit paper discounted or sold to others and accounts actually charged off as bad debts are excluded. For example, consumer

credit paper sold to financial institutions and collection agencies is not included. Also excluded are amounts charged on credit cards issued by other organizations, such as oil companies, Central Charge Service, Diners' Club, etc.

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

Installment account receivables—receivables outstanding on accounts which were scheduled to be paid in two or more payments, regardless of the name of the plan, such as "budget," "revolving credit," "coupon" plans, etc.

APPENDIX B: ANNUAL RETAIL TRADE SURVEY KIND-OF-BUSINESS CLASSIFICATION AND CORRESPONDING STANDARD INDUSTRIAL CLASSIFICATION (SIC) CODES

Annual retail trade survey kind-of-business classification	Corresponding 1957 SIC code ¹	Annual retail trade survey kind-of-business classification	Corresponding 1957 SIC code ¹
Food group.....	54	Lumber, building, hardware, farm equipment group.....	52
Grocery stores.....	541	Lumber yards, building materials dealers.....	521, 522, 523, 524
Eating and drinking places.....	58	Lumber yards.....	5211
General merchandise group.....	53 (See note below.)	Hardware stores.....	5251
Department stores and dry goods, general merchandise stores.....	531 and 5399	Farm equipment dealers.....	5252
Department stores.....	531	Automotive group.....	55, excl. 554 (gasoline service stations)
Variety stores.....	533	Passenger car dealers.....	551 and 552
Mail order (department store mdse.)....	5321	Passenger car dealers (franchised)...	551
Apparel group.....	56	Tire, battery, accessory dealers....	553
Men's, boys' clothing and furnishings stores.....	561	Gasoline service stations.....	554
Women's ready-to-wear stores.....	562	Other retail stores.....	59
Shoe stores.....	566	Drug and proprietary stores.....	591
Furniture and appliance group.....	57	Liquor stores.....	592 and part of 92 and 93 (liquor stores operated by State and local governments)
Furniture, home furnishings stores....	571	Jewelry stores.....	597
Furniture stores.....	5712		
Household appliance, TV, radio stores..	572 and 5732		
Household appliance dealers.....	572		

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

¹As amended by the 1963 supplement.

Appendix C: Definitions of Standard Consolidated Areas and Standard Metropolitan Statistical Areas Included in This Report

STANDARD CONSOLIDATED AREAS

CHICAGO, ILL.—NORTHWESTERN INDIANA SCA:

Chicago, Ill., Standard Metropolitan Statistical Area: Cook, DuPage, Kane, Lake, McHenry, and Will Counties, Ill.

Gary-Hammond-East Chicago, Ind. Standard Metropolitan Statistical Area: Lake and Porter Counties, Indiana

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

New York, N.Y. Standard Metropolitan Statistical Area: New York City and Nassau, Rockland, Suffolk, and Westchester Counties, N.Y.

NEW YORK, N.Y.—NORTHEASTERN NEW JERSEY SCA—Continued

Jersey City, N.J. Standard Metropolitan Statistical Area: Hudson County, N.J.

Newark, N.J., Standard Metropolitan Statistical Area: Essex, Morris, and Union Counties, N.J.

Paterson-Clifton-Passaic, N.J. Standard Metropolitan Statistical Area: Bergen and Passaic Counties, N.J.

Middlesex and Somerset Counties, N.J.

SELECTED STANDARD METROPOLITAN STATISTICAL AREAS

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

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

LOS ANGELES-LONG BEACH, AND ANAHEIM,- SANTA ANA,-GARDEN GROVE, CALIF.: Los Angeles and Orange Counties, Calif.

NEW YORK, N.Y.: New York City and Nassau, Rockland, Suffolk, and Westchester Counties, N.Y.

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

Appendix D: Geographic Regions and Divisions

NORTHEASTERN STATES

New England Division
Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut

Middle Atlantic Division
New York
New Jersey
Pennsylvania

NORTH CENTRAL STATES

East North Central Division
Ohio
Indiana
Illinois
Michigan
Wisconsin

West North Central Division
Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

THE SOUTH

South Atlantic Division
Delaware
Maryland
District of Columbia
Virginia
West Virginia
North Carolina
South Carolina
Georgia
Florida

East South Central Division
Kentucky
Tennessee
Alabama
Mississippi

West South Central Division
Arkansas
Louisiana
Oklahoma
Texas

THE WEST

Mountain Division
Montana
Idaho
Wyoming
Colorado
New Mexico
Arizona
Utah
Nevada

Pacific Division
Washington
Oregon
California
Alaska
Hawaii

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