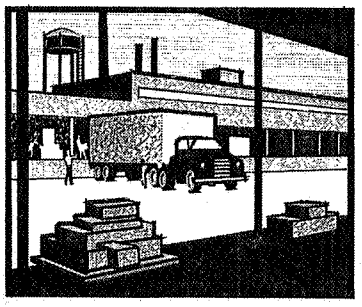


CURRENT BUSINESS REPORTS

Monthly Wholesale Trade

SALES AND INVENTORIES

Issued: March 1974

BW-74-1

January 1974

Sales—January 1974 sales of merchant wholesalers were estimated at $33.7 billion. After adjustment for seasonal variations and trading day differences, but not for price changes, January sales were $34.9 billion, up 3 percent from last month, and 26 percent above January 1973. Adjusted November-through-January average sales were 9 percent above the August-through-October period, and were 26 percent above the average for the comparable months a year ago.

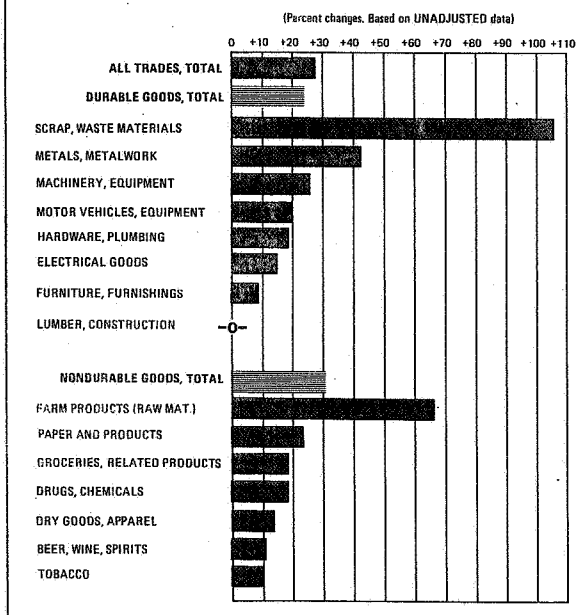
After adjustment, January sales in the durable goods trades increased 5 percent above the previous month, and were 23 percent above January 1973. Nondurable goods sales were 1 percent above the previous month, and were 28 percent above the same month a year ago. Average monthly sales in the durable goods group during the November-through-January period were 9 percent above the prior three months, and were 23 percent above the comparable period a year ago. Three months average sales for the nondurable goods group were 9 percent above the average for the August-through-October period, and were 29 percent above the average for the same period a year ago.

Based on adjusted data, all trade groups showed increases from the previous months' sales levels with the exception of groceries and related products (−5%), and farm products, raw materials (−3%). The largest increase was reported in jewelry (17%). Compared with sales a year ago, all trade groups showed increases with the exception of lumber, construction materials (−3%). Among the sharper increases were scrap, waste materials (108%); farm products, raw materials (61%); and metals, metalwork (43%).

Inventories—Total inventories of merchant wholesalers were valued at $38.5 billion at the end of January. After adjustment for seasonal variations, but not for price changes, January inventories were up 3 percent from last month, and were 16 percent above January 1973. Durable goods stocks were up 2 percent from the previous month, and were 12 percent above January 1973. Nondurable goods stocks increased 4 percent during January and were 23 percent above stocks on hand a year ago.

Based on adjusted data, trade group comparisons with previous month inventory levels reflected mixed trends, with 11 trade groups showing gains, 2 indicating declines, and 2 no change. The larger increases were noted in furniture, home furnishings (10%); farm products, raw materials (8%); and groceries and related products (5%). Changes from year ago levels were more substantial with all trade groups showing increases with the exception of motor vehicles, automotive equipment (−1%). Among the sharper increases were farm products, raw materials (43%), and groceries and related products, (31%).

Sales of Merchant Wholesalers in Selected Kinds of Business
1 Month 1974 Compared With 1 Month 1973



Stock-Sales Ratio—The January stock-sales ratio for merchant wholesalers, based on seasonally adjusted data, was 109 percent, virtually unchanged from the previous month, but 8 points below the January 1973 ratio. The stock-sales ratio for durable goods was 135 percent, down 4 points from the previous month, and 13 points below the year ago ratio. The ratio for nondurable goods was 86 percent, 1 point above the previous month, but 4 points below the January 1973 ratio.

An advance release of January 1974 data was issued on March 12, 1974

U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Single copies 45 cents; annual subscription $5.15 Add $1.30 for each subscription to a foreign address.

Table 1. Estimated Monthly Sales of Merchant Wholesalers, United States, by Kind of Business: 1973 and 1974

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading differences)

Kind of business	1974	1973												Total 12 mos. 1973
	Jan.[1]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
MERCHANT WHOLESALERS, TOTAL	33,675	26,326	25,562	29,852	28,859	31,232	30,104	29,892	32,391	29,849	34,067	33,895	32,834	364,858
TOTAL (exc. farm products, raw materials)	29,712	23,951	23,480	27,330	26,576	28,526	27,687	27,265	29,644	27,173	30,590	29,958	28,768	330,944
DURABLE GOODS, TOTAL	14,708	11,856	11,699	13,831	13,841	14,828	14,567	14,073	14,958	13,739	15,463	14,971	13,894	167,713
Motor vehicles, automotive equipment, total[2]	2,688	2,247	2,306	2,641	2,710	2,852	2,767	2,681	2,612	2,365	2,660	2,639	2,410	30,891
Automotive equipment, tires, tubes	1,179	1,160	1,141	1,309	1,326	1,451	1,410	1,414	1,394	1,312	1,420	1,354	1,159	15,848
Automotive equipment	1,006	1,009	972	1,124	1,125	1,225	1,188	1,191	1,178	1,116	1,196	1,139	964	13,426
Electrical goods, total	1,872	1,626	1,544	1,822	1,754	1,764	1,952	1,996	2,001	1,899	2,129	2,060	1,935	22,475
Electrical supplies, apparatus	934	708	714	796	813	838	885	893	913	868	990	941	938	10,298
Electrical appliances, TV, radio sets, electronic parts, equipment	938	918	829	1,026	941	926	1,067	1,103	1,089	1,032	1,139	1,119	996	12,177
Appliances, TV, radio sets	599	619	555	690	609	599	700	723	705	670	738	722	654	7,977
Furniture, home furnishings, total	548	501	512	606	557	572	575	539	614	562	665	643	546	6,891
Furniture-household, office	157	(S)	162	182	175	(S)	178	153	171	152	181	(S)	161	2,017
Home furnishings, floor coverings	391	337	350	425	382	401	397	385	442	410	484	476	384	4,874
Hardware, plumbing, heating equipment, supplies, total	1,314	1,105	1,083	1,263	1,268	1,375	1,384	1,343	1,442	1,315	1,475	1,369	1,274	15,696
Hardware	543	433	433	492	479	515	504	493	534	481	568	549	465	5,946
General-line hardware	303	243	241	284	267	283	288	280	306	274	324	312	257	3,358
Plumbing and heating equipment, supplies	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	7,725
Air conditioning, refrigeration equipment, supplies	(S)	(S)	(S)	(S)	(S)	(S)	211	208	(S)	171	177	(S)	(S)	2,025
Lumber, construction materials, total	1,337	1,339	1,293	1,594	1,675	1,759	1,729	1,608	1,755	1,544	1,630	1,538	1,349	18,813
Lumber, millwork	886	907	870	1,100	1,152	1,184	1,151	1,067	1,139	1,017	1,060	1,031	920	12,598
Construction materials	451	432	(S)	494	522	576	578	540	615	528	570	507	429	6,215
Machinery, equipment, supplies, total	3,697	2,938	2,942	3,466	3,423	3,748	3,649	3,449	3,732	3,456	3,859	3,702	3,557	41,921
Construction machinery, equipment	663	468	501	596	610	649	634	624	649	625	695	641	620	7,312
Industrial machinery, equipment, supplies	1,809	1,475	1,404	1,662	1,632	1,850	1,751	1,637	1,799	1,654	1,893	1,856	1,737	20,351
Professional equipment, supplies	433	386	395	457	418	449	459	459	461	455	460	448	460	5,307
Service-establishment equipment, supplies	192	172	167	180	183	185	188	187	197	172	203	195	184	2,214
Metals, metalwork (except scrap), total	2,012	1,405	1,256	1,527	1,573	1,715	1,540	1,550	1,750	1,621	1,854	1,792	1,686	19,268
Iron, steel, and products	1,518	1,127	978	1,165	1,243	1,368	1,162	1,190	1,356	1,269	1,462	1,364	1,304	14,989
Nonferrous metals	494	277	278	362	329	347	378	359	394	351	393	428	382	4,279
Scrap, waste materials, total	1,033	502	558	666	660	778	723	697	761	699	884	919	888	8,736
Iron, steel scrap	674	304	361	437	416	(S)	469	460	487	(S)	568	594	564	5,628
Waste materials	360	199	197	229	244	254	255	237	274	254	315	325	324	3,107
NONDURABLE GOODS, TOTAL	18,967	14,470	13,863	16,021	15,018	16,404	15,537	15,819	17,433	16,110	18,604	18,924	18,940	197,145
TOTAL (exc. farm products, raw materials)	15,004	12,095	11,781	13,499	12,735	13,698	13,120	13,192	14,686	13,434	15,127	14,987	14,874	163,231
Groceries and related products, total	6,215	5,215	4,829	5,617	5,320	5,815	5,472	5,754	6,232	5,496	6,066	6,114	6,192	68,124
General-line groceries	2,480	2,056	1,854	2,138	2,042	2,200	2,038	2,164	2,361	2,099	2,272	2,302	2,360	25,887
Specialty-line groceries	1,696	1,399	1,314	1,520	1,438	1,552	1,459	1,465	1,695	1,497	1,667	1,742	1,791	18,540
Confectionery	111	93	95	104	104	110	104	98	107	105	128	123	117	1,288
Meat, meat products	1,195	1,041	986	1,172	1,039	1,184	1,093	1,222	1,246	1,136	1,252	1,195	1,180	13,747
Poultry, poultry products	315	238	222	264	256	280	279	303	368	283	310	319	323	3,444
Fresh fruits, vegetables	408	388	358	420	442	489	499	502	454	376	436	433	422	5,218
Beer, wine, distilled alcoholic beverages, total	1,175	1,055	1,046	1,250	1,197	1,425	1,392	1,296	1,384	1,221	1,439	1,440	1,616	15,762
Beer	515	493	469	543	545	676	685	685	699	565	620	566	559	7,104
Wine, distilled spirits	660	561	577	707	653	749	707	611	685	656	819	875	1,058	8,658
Drugs, chemicals, allied products, total	1,187	996	938	1,043	1,024	1,077	1,069	1,053	1,164	1,104	1,300	1,202	1,110	13,081
Drugs, drug proprietaries, sundries	686	607	537	577	555	587	573	576	652	(S)	759	(S)	647	7,398
General-line drugs	281	270	230	252	242	260	248	254	282	264	303	279	255	3,138
Paints, varnishes	52	41	42	50	51	55	55	59	61	55	60	54	47	629
Other chemicals, allied products	450	369	359	417	418	434	441	418	451	404	481	446	416	5,053
Tobacco, tobacco products	608	555	517	583	555	634	605	603	634	586	639	625	631	7,168
Dry goods, apparel, total	1,286	1,124	1,093	1,203	1,058	1,070	1,107	1,053	1,371	1,247	1,373	1,270	1,068	14,035
Apparel and accessories, hosiery, lingerie, footwear	(S)	500	(S)	(S)	493	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	6,689
Dry goods, notions	479	431	391	414	380	(S)	(S)	371	464	(S)	(S)	427	385	5,058
Paper, paper products, excluding wallpaper, total	906	733	693	780	746	822	800	748	855	789	904	854	822	9,546
Paper	702	552	520	590	576	640	624	572	658	597	688	645	628	7,291
Stationery, office supplies	204	181	173	190	171	181	177	175	196	192	216	209	194	2,255
Farm products (raw materials), total	3,963	2,375	2,082	2,522	2,283	2,706	2,417	2,627	2,747	2,676	3,477	3,937	4,066	33,914
Grain	3,073	1,714	1,529	1,918	1,762	2,124	1,904	2,073	2,206	2,206	2,791	3,210	3,187	26,623
Other nondurable goods, total	3,627	2,417	2,665	3,023	2,835	2,855	2,675	2,685	3,046	2,991	3,406	3,482	3,435	35,515
Books, magazines, newspapers	178	167	158	177	162	166	176	191	194	(S)	203	192	181	2,146

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

S Does not meet publication standards because of extreme variability or high nonresponse rate.
[1]Preliminary estimate. See page 12, Estimating Procedures.
[2]The automotive group is subject to a sampling variability of 9 percent.

Table 2. Estimated Monthly Inventories of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations)

Kind of business	1974	1973											
	Jan.[1]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MERCHANT WHOLESALERS, TOTAL	38,512	32,865	33,171	33,493	33,614	33,820	33,921	34,295	34,317	34,728	35,667	36,796	37,292
TOTAL (excluding farm products, raw materials)	34,101	29,826	30,081	30,633	30,950	31,542	31,950	32,100	31,860	32,236	32,683	33,157	33,434
DURABLE GOODS, TOTAL	21,216	18,970	19,139	19,525	19,714	20,062	20,329	20,390	20,188	20,168	20,278	20,657	20,954
Motor vehicles, automotive equipment, total	4,136	4,153	4,080	3,997	3,850	3,993	3,899	3,924	3,776	3,956	3,985	4,069	4,100
Automotive equipment, tires, tubes	2,509	2,305	2,365	2,366	2,328	2,435	2,463	2,500	2,389	2,447	2,470	2,515	2,445
Electrical goods, total	3,002	2,560	2,568	2,672	2,683	2,768	2,903	2,908	2,900	2,854	2,982	3,016	2,980
Electrical supplies, apparatus	1,249	1,039	1,049	1,088	1,112	1,176	1,222	1,176	1,180	1,206	1,251	1,271	1,241
Electrical appliances, TV, radio sets, electronic parts, equipment	1,754	1,521	1,519	1,584	1,571	1,592	1,681	1,732	1,719	1,649	1,731	1,745	1,739
Furniture, home furnishings, total	977	828	848	879	883	884	896	939	956	938	934	947	913
Home furnishings, floor coverings	750	632	651	676	677	676	693	730	740	726	712	724	688
Hardware, plumbing, heating equipment, supplies, total	2,297	2,017	2,081	2,130	2,144	2,179	2,204	2,185	2,165	2,144	2,176	2,159	2,203
Hardware	936	810	827	837	844	862	880	858	851	870	879	849	879
Plumbing and heating equipment, supplies	1,084	982	1,021	1,046	1,036	1,044	1,062	1,063	1,060	1,018	1,042	1,051	1,061
Lumber, construction materials, total	1,435	1,270	1,320	1,380	1,456	1,511	1,550	1,450	1,401	1,396	1,363	1,380	1,432
Lumber, millwork	953	817	855	889	970	1,018	1,046	955	917	940	888	899	934
Machinery, equipment, supplies, total	6,135	5,272	5,433	5,541	5,668	5,709	5,833	5,839	5,831	5,779	5,794	5,986	6,106
Construction machinery, equipment	1,767	1,484	1,549	1,542	1,623	1,647	1,723	1,700	1,742	1,661	1,701	1,753	1,792
Industrial machinery, equipment, supplies	2,480	2,164	2,187	2,259	2,303	2,316	2,320	2,376	2,356	2,396	2,298	2,386	2,444
Metals, metalwork (except scrap), total	2,351	2,146	2,053	2,143	2,243	2,227	2,190	2,273	2,294	2,230	2,134	2,201	2,339
Iron, steel, and products	1,972	1,822	1,714	1,797	1,925	1,882	1,810	1,881	1,932	1,856	1,743	1,822	1,968
NONDURABLE GOODS, TOTAL	17,296	13,895	14,032	13,968	13,900	13,758	13,592	13,905	14,129	14,560	15,389	16,139	16,338
TOTAL (excluding farm products, raw materials)	12,885	10,856	10,942	11,108	11,236	11,480	11,621	11,710	11,672	12,068	12,405	12,500	12,480
Groceries and related products, total	3,817	2,922	2,953	3,121	3,123	3,135	3,169	3,138	3,142	3,328	3,450	3,641	3,661
General-line groceries	1,710	1,386	1,405	1,519	1,491	1,477	1,460	1,450	1,459	1,562	1,629	1,661	1,693
Specialty-line groceries	1,429	1,022	1,031	1,060	1,097	1,120	1,179	1,170	1,166	1,194	1,227	1,343	1,340
Beer, wine, distilled alcoholic beverages, total	1,385	1,315	1,304	1,270	1,358	1,424	1,468	1,353	1,315	1,401	1,484	1,465	1,348
Beer	322	299	326	355	387	380	361	340	312	336	350	321	294
Wine, distilled spirits	1,063	1,016	978	915	970	1,044	1,107	1,013	1,003	1,065	1,134	1,145	1,054
Drugs, chemicals, allied products, total	1,477	1,282	1,295	1,327	1,316	1,323	1,335	1,389	1,416	1,372	1,434	1,466	1,444
Drugs, drug proprietaries, druggists' sundries	992	878	876	899	884	901	902	944	973	938	982	1,006	963
Paper, paper products (excluding wallpaper), total	839	735	732	764	770	771	780	794	786	793	790	798	828
Paper	573	503	500	521	532	535	538	540	540	542	540	540	563

See footnotes below table 3.

Table 3. Stock-Sales Ratio of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1974	1973											
	Jan.[1]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MERCHANT WHOLESALERS, TOTAL	114	125	130	112	116	108	113	115	106	116	105	109	114
TOTAL (excluding farm products, raw materials)	115	125	128	112	116	110	115	118	107	119	107	111	116
DURABLE GOODS, TOTAL	144	160	164	141	142	135	141	145	135	147	131	138	151
Motor vehicles, automotive equipment, total	154	185	177	151	142	140	141	146	144	167	150	154	170
Automotive equipment, tires, tubes	213	199	207	181	176	168	175	177	171	187	174	186	211
Electrical goods, total	160	157	166	147	153	157	149	146	145	150	140	146	154
Electrical supplies, apparatus	134	147	147	136	137	140	138	132	129	139	126	135	132
Electrical appliances, TV, radio sets, electronic parts, equipment	187	166	183	154	167	172	158	157	158	160	152	156	175
Furniture, home furnishings, total	178	165	166	145	159	154	156	174	156	167	140	147	167
Home furnishings, floor coverings	192	187	186	159	177	169	174	189	167	177	147	152	179
Hardware, plumbing, heating equipment, supplies, total	175	182	192	169	169	158	159	163	150	163	147	158	173
Hardware	172	187	191	170	176	167	174	174	159	181	154	155	189
Plumbing and heating equipment, supplies	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Lumber, construction materials, total	107	95	102	86	87	86	90	90	80	90	84	90	106
Lumber, millwork	108	90	98	81	84	86	91	90	80	92	84	87	102
Machinery, equipment, supplies, total	166	179	185	160	166	152	160	169	156	167	150	162	172
Construction machinery, equipment	266	317	309	259	266	254	272	272	268	266	245	274	289
Industrial machinery, equipment, supplies	137	147	156	136	141	125	132	145	131	145	121	128	141
Metals, metalwork (except scrap), total	117	153	163	140	143	130	142	147	131	138	115	123	139
Iron, steel, and products	130	162	175	154	155	138	156	158	142	146	119	134	151
NONDURABLE GOODS, TOTAL	91	96	101	87	93	84	87	88	81	90	83	85	86
TOTAL (excluding farm products, raw materials)	86	90	93	82	88	84	88	89	79	90	82	83	84
Groceries and related products, total	61	56	61	56	59	54	58	54	50	61	57	60	59
General-line groceries	69	67	76	73	73	67	72	67	62	74	72	72	72
Specialty-line groceries	84	73	78	70	76	72	81	80	69	80	74	77	75
Beer, wine, distilled alcoholic beverages, total	118	125	125	102	113	100	105	104	95	115	103	102	83
Beer	62	60	70	65	71	56	53	50	45	59	56	57	53
Wine, distilled spirits	161	181	170	129	149	139	156	166	146	162	138	131	100
Drugs, chemicals, allied products, total	124	129	138	127	129	123	125	132	122	124	110	122	130
Drugs, drug proprietaries, druggists' sundries	144	145	163	156	159	153	157	164	149	(S)	129	(S)	149
Paper, paper products, (excluding wallpaper), total	93	100	106	98	103	94	97	106	92	100	87	93	101
Paper	82	91	96	88	92	84	86	94	82	91	78	84	90

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

S Does not meet publication standards because of extreme variability or high nonresponse rate.
[1]Preliminary estimate. See page 12, Estimating Procedures.

Table 4. Estimated Monthly Sales, Inventories, and Stock-Sales Ratios of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Sales and inventories in millions of dollars. Stock-sales ratios in percent)

Kind of business	1974	1973											
	Jan.[1]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Sales ADJUSTED for seasonal variations and trading day differences												
MERCHANT WHOLESALERS, TOTAL	34,885	27,755	28,423	29,312	29,621	29,675	29,528	30,443	30,692	30,646	31,918	33,101	33,910
TOTAL (excluding farm products, raw materials)	31,343	25,552	26,160	26,935	27,041	27,112	26,895	27,521	27,810	27,679	28,719	29,644	30,260
DURABLE GOODS, TOTAL	15,934	12,974	13,181	13,720	13,806	13,964	13,781	14,039	13,950	13,968	14,391	14,995	15,232
Motor vehicles, automotive equipment	2,857	2,390	2,559	2,610	2,621	2,609	2,574	2,588	2,466	2,511	2,526	2,701	2,748
Electrical goods	2,035	1,779	1,721	1,840	1,898	1,836	1,910	1,996	1,877	1,882	1,904	1,900	1,927
Furniture, home furnishings	633	591	597	586	564	558	570	548	556	554	585	602	597
Hardware, plumbing, heating equipment	1,475	1,261	1,232	1,290	1,276	1,294	1,285	1,301	1,310	1,316	1,352	1,342	1,459
Lumber, construction materials	1,586	1,631	1,579	1,655	1,685	1,608	1,580	1,527	1,525	1,505	1,453	1,521	1,574
Machinery, equipment, supplies	4,010	3,159	3,247	3,388	3,379	3,490	3,430	3,502	3,551	3,498	3,686	3,820	3,780
Metals, metalwork (except scrap)	2,006	1,404	1,413	1,477	1,545	1,589	1,477	1,566	1,623	1,683	1,809	1,857	1,909
Scrap, waste materials	1,081	519	592	628	604	695	685	731	751	761	824	1,001	1,024
NONDURABLE GOODS, TOTAL	18,951	14,781	15,242	15,592	15,815	15,711	15,747	16,404	16,742	16,678	17,527	18,106	18,678
TOTAL (excluding farm products, raw materials)	15,409	12,578	12,979	13,215	13,235	13,148	13,114	13,482	13,860	13,711	14,328	14,649	15,028
Groceries and related products	6,075	5,163	5,378	5,529	5,600	5,455	5,429	5,737	5,918	5,701	5,844	6,036	6,384
Beer, wine, distilled alcoholic beverages	1,436	1,317	1,299	1,293	1,317	1,319	1,294	1,301	1,272	1,273	1,356	1,332	1,379
Drugs, chemicals, allied products	1,179	983	1,012	1,019	1,026	1,058	1,086	1,096	1,108	1,143	1,192	1,200	1,155
Tobacco, tobacco products	633	582	593	593	588	585	586	594	584	598	623	623	622
Dry goods, apparel	1,296	1,158	1,137	1,177	1,139	1,140	1,128	1,115	1,185	1,199	1,227	1,208	1,223
Paper, paper products, excluding wallpaper	907	742	752	768	758	792	805	783	795	806	848	840	867
Farm products (raw materials)[2]	3,542	2,203	2,263	2,377	2,580	2,563	2,633	2,922	2,882	2,967	3,199	3,457	3,650
Other nondurable goods	3,883	2,633	2,808	2,836	2,807	2,799	2,786	2,856	2,998	2,991	3,238	3,410	3,398
	Inventories ADJUSTED for seasonal variations												
MERCHANT WHOLESALERS, TOTAL	37,940	32,582	33,051	33,245	33,574	33,986	34,148	34,653	34,964	35,266	35,379	36,265	36,926
TOTAL (excluding farm products, raw materials)	34,507	30,189	30,465	30,636	30,844	31,374	31,687	31,871	31,858	32,189	32,436	33,101	33,743
DURABLE GOODS, TOTAL	21,548	19,229	19,321	19,457	19,496	19,929	20,141	20,159	20,089	20,257	20,331	20,787	21,112
Motor vehicles, automotive equipment	4,120	4,170	4,044	3,888	3,786	3,989	3,915	3,885	3,877	4,041	4,045	4,073	4,028
Electrical goods	3,063	2,599	2,628	2,688	2,735	2,746	2,869	2,899	2,918	2,798	2,884	2,971	3,053
Furniture, home furnishings	1,027	872	874	872	882	884	872	912	928	945	917	952	932
Hardware, plumbing, heating equipment	2,327	2,033	2,058	2,088	2,096	2,116	2,154	2,153	2,180	2,186	2,205	2,228	2,304
Lumber, construction materials	1,473	1,299	1,319	1,360	1,419	1,464	1,488	1,444	1,400	1,404	1,389	1,433	1,469
Machinery, equipment, supplies	6,260	5,374	5,516	5,580	5,568	5,669	5,781	5,736	5,739	5,796	5,847	6,010	6,161
Metals, metalwork (except scrap)	2,368	2,142	2,119	2,193	2,206	2,245	2,205	2,255	2,187	2,234	2,173	2,237	2,282
NONDURABLE GOODS, TOTAL	16,392	13,353	13,730	13,788	14,078	14,057	14,007	14,494	14,875	15,009	15,048	15,478	15,814
TOTAL (excluding farm products, raw materials)	12,959	10,960	11,144	11,179	11,348	11,445	11,546	11,712	11,769	11,932	12,105	12,314	12,631
Groceries and related products	3,821	2,910	2,977	3,069	3,136	3,151	3,227	3,173	3,216	3,308	3,389	3,570	3,646
Beer, wine, distilled alcolholic beverages	1,422	1,361	1,367	1,316	1,380	1,380	1,407	1,379	1,363	1,350	1,365	1,403	1,449
Drugs, chemicals, allied products	1,493	1,308	1,311	1,323	1,323	1,332	1,343	1,386	1,416	1,367	1,407	1,437	1,448
Paper, paper products, excluding wallpaper	840	738	742	765	774	761	771	780	787	790	801	804	833
	Stock-sales ratios based on ADJUSTED data												
MERCHANT WHOLESALERS, TOTAL	109	117	116	113	113	115	116	114	114	115	111	110	109
TOTAL (excluding farm products, raw materials)	110	118	116	114	114	116	118	116	115	116	113	112	112
DURABLE GOODS, TOTAL	135	148	147	142	141	143	146	144	144	145	141	139	139
Motor vehicles, automotive equipment	144	174	158	149	144	153	152	150	157	161	160	151	147
Electrical goods	151	146	153	146	144	150	150	145	156	149	151	156	158
Furniture, home furnishings	162	148	146	149	156	158	153	166	167	170	157	158	156
Hardware, plumbing, heating equipment	158	161	167	162	164	164	168	165	166	166	163	166	158
Lumber, construction materials	93	80	84	82	84	91	94	95	92	93	96	94	93
Machinery, equipment, supplies	156	170	170	165	165	162	168	164	162	166	159	157	163
Metals, metalwork (except scrap)	118	153	150	148	143	141	149	144	135	133	120	120	120
NONDURABLE GOODS, TOTAL	86	90	90	88	89	89	89	88	89	90	86	85	85
TOTAL (excluding farm products, raw materials)	84	87	86	85	86	87	88	87	85	87	84	84	84
Groceries and related products	63	56	55	56	56	58	59	55	54	58	58	59	57
Beer, wine, distilled alcoholic beverages	99	103	105	102	105	105	109	106	107	106	101	105	105
Drugs, chemicals, allied products	127	133	130	130	129	126	124	126	128	120	118	120	125
Paper, paper products, excluding wallpaper	93	99	99	100	102	96	96	100	99	98	94	96	96

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

[1]Preliminary estimate. See page 12, Estimating Procedures.

[2]There are indications that the seasonal adjustment factors for this trade group may not reflect recent trends. The seasonally adjusted data for this trade group and also for the summary group totals, should, therefore, be used with caution.

Monthly Sales, Inventories, and Stock Sales Ratios of Merchant Wholesalers: 1968-1974
(Seasonally Adjusted)

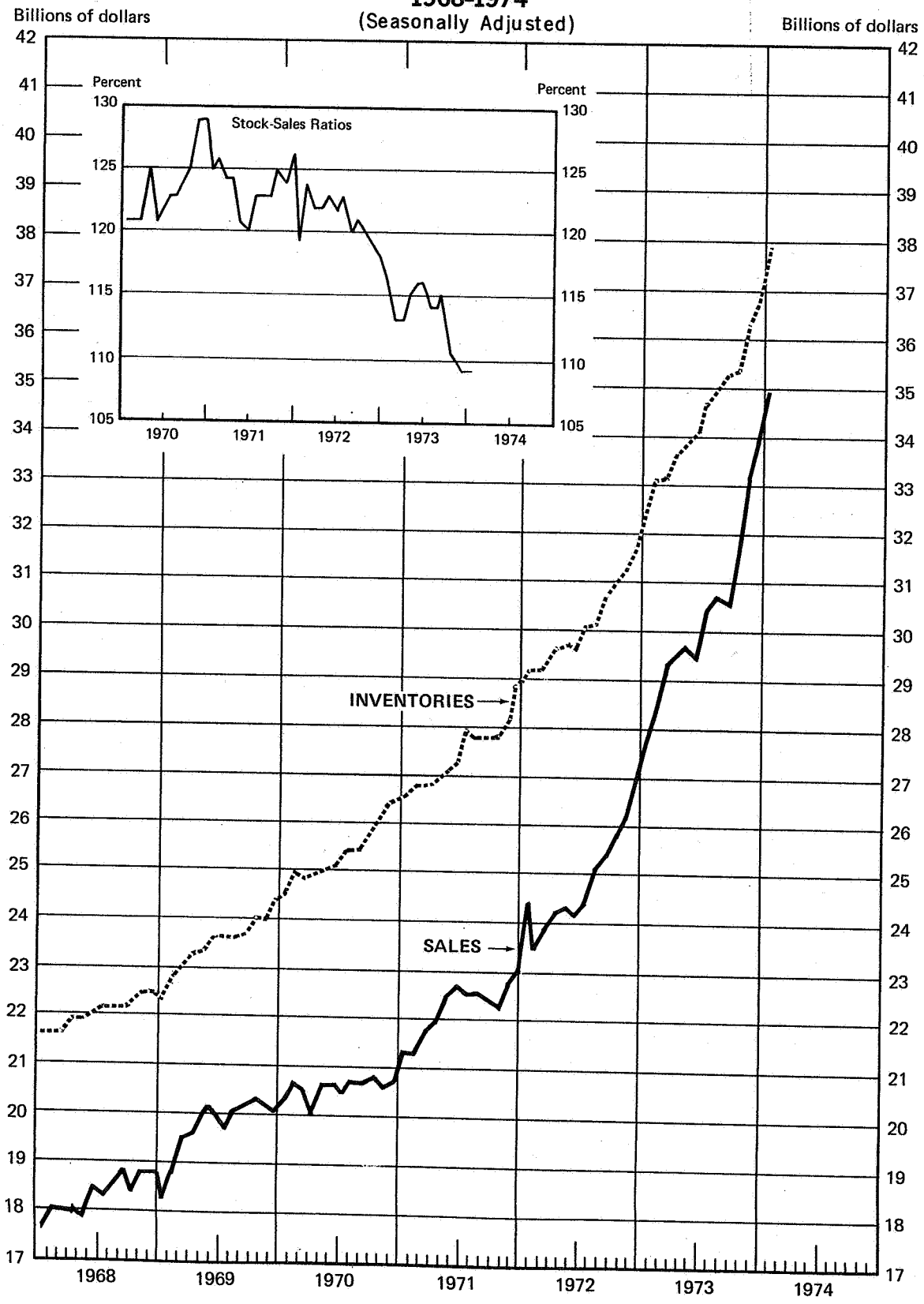


Table 5. Percent Changes in Sales and Inventories of Merchant Wholesalers, United States by Kind of Business: January 1974

Kind of business	Unadjusted				Adjusted[1]			
	Sales		Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	January 1974 from--		January 1974 from--		January 1974 from--		January 1974 from--	
	January 1973	December 1973	January 1973	December 1973	January 1973	December 1973	January 1973	December 1973
MERCHANT WHOLESALERS, TOTAL	+28	+2	+17	+3	+26	+3	+16	+3
TOTAL (excluding farm products, raw materials)	+24	+3	+14	+2	+23	+4	+14	+2
DURABLE GOODS, TOTAL	+24	+6	+12	+1	+23	+5	+12	+2
Motor vehicles, automotive equipment, total	+20	+12	0	+1	+20	+4	-1	+2
Automobiles, other motor vehicles	+39	+21	-12	-2	-	-	-	-
Automotive equipment, tires, tubes	+2	+2	+9	+3	-	-	-	-
Automotive equipment	0	+4	+8	+3	-	-	-	-
Electrical goods, total	+15	-3	+17	+1	+14	+6	+18	0
Electrical supplies, apparatus	+32	-1	+20	+1	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+2	-6	+15	+1	-	-	-	-
Appliances, TV, radio sets	-3	-8	+16	+1	-	-	-	-
Furniture, home furnishings, total	+9	0	+18	+7	+7	+6	+18	+10
Furniture-household, office	-4	-3	+16	+1	-	-	-	-
Household furniture	-12	-6	+10	-1	-	-	-	-
Office furniture	+2	0	+22	+3	-	-	-	-
Home furnishings, floor coverings	+16	+2	+19	+9	-	-	-	-
Hardware, pulumbing, heating equipment, supplies, total	+19	+3	+14	+4	+17	+1	+14	+1
Hardware	+25	+17	+15	+6	-	-	-	-
General-line hardware	+25	+18	+20	+7	-	-	-	-
Plumbing and heating equipment, supplies	+13	-5	+10	+2	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+23	-3	+24	+5	-	-	-	-
Lumber, construction materials, total	0	-1	+13	0	-3	+1	+13	0
Lumber, millwork	-2	-4	+17	+2	-	-	-	-
Construction materials	+4	+5	+6	-3	-	-	-	-
Machinery, equipment, supplies, total	+26	+4	+16	0	+27	+6	+16	+2
Commercial machines, equipment	+51	+9	+21	+1	-	-	-	-
Construction machinery, equipment	+42	+7	+19	-2	-	-	-	-
Industrial machinery, equipment, supplies	+22	+4	+14	+1	-	-	-	-
Professional equipment, supplies	+12	-6	+17	+1	-	-	-	-
Surgical, medical, hospital supplies	+22	-9	+21	+1	-	-	-	-
Service-establishment equipment, supplies	+12	+4	+9	+2	-	-	-	-
Metals, metalwork (except scrap), total	+43	+19	+10	0	+43	+5	+11	+4
Iron, steel, and products	+35	+16	+8	0	-	-	-	-
Nonferrous metal	+78	+29	+17	+2	-	-	-	-
Scrap, waste materials, total[2]	+106	+16	+23	-4	+108	+6	+23	+1
Iron, steel scrap	+122	+20	+19	-4	-	-	-	-
Waste materials	+81	+11	+31	-4	-	-	-	-
Jewelry	+7	-17	(S)	(S)	+5	+17	(S)	(S)
NONDURABLE GOODS, TOTAL	+31	0	+24	+6	+28	+1	+23	+4
TOTAL (excluding farm products, raw materials)	+24	+1	+19	+3	+23	+3	+18	+3
Groceries and related products, total	+19	0	+31	+4	+18	-5	+31	+5
General-line groceries	+21	+6	+23	+1	-	-	-	-
Voluntary groups	+18	+4	+23	+2	-	-	-	-
Retailer cooperatives	+26	+15	+37	-2	-	-	-	-
Nonaffiliated	+22	+1	+16	+1	-	-	-	-
Specialty-line groceries	+21	-5	+40	+7	-	-	-	-
Confectionery	+18	-5	+16	+6	-	-	-	-
Meats, meat products	+15	+1	+31	+7	-	-	-	-
Poultry, poultry products	+32	-3	+48	+8	-	-	-	-
Fresh fruits, vegetables	+5	-3	+34	+12	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+11	-27	+5	+3	+9	+4	+4	-2
Beer	+4	-8	+8	+9	-	-	-	-
Wine, distilled spirits	+18	-38	+5	+1	-	-	-	-
Drugs, chemicals, allied products, total	+19	+7	+15	+2	+20	+2	+14	+3
Drugs, drug proprietaries, druggists' sundries	+13	+6	+13	+3	-	-	-	-
General-line drugs	+4	+10	+16	+5	-	-	-	-
Paints, varnishes	+25	+9	+10	+6	-	-	-	-
Other chemicals, allied products	+22	+8	+22	0	-	-	-	-
Tobacco, tobacco products	+10	-4	+1	+3	+9	+2	+1	-1
Dry goods, apparel, total	+14	+20	(S)	(S)	+12	+6	(S)	(S)
Apparel and accessories, hosiery, lingerie, footwear	+20	+16	(S)	(S)	-	-	-	-
Dry goods, notions	+11	+24	(S)	(S)	-	-	-	-
Piece goods converters	+8	+23	(S)	(S)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+24	+10	+14	+1	+22	+5	+14	+1
Paper	+27	+12	+14	+2	-	-	-	-
Stationery, office supplies	+13	+5	+15	+1	-	-	-	-
Farm products (raw materials), total[2]	+67	-3	+45	+14	+61	-3	+43	+8
Cotton	+50	-9	+36	+19	-	-	-	-
Grain	+79	-4	+58	+16	-	-	-	-
Other nondurable goods, total	+50	+6	+18	+2	+47	+14	+18	+4
Amusement, sporting goods	+16	-14	+15	+10	-	-	-	-
Books, magazines, newspapers	+6	-2	+2	-5	-	-	-	-
Coal	+98	+40	(S)	(S)	-	-	-	-
Farm supplies	+89	+47	+8	+8	-	-	-	-

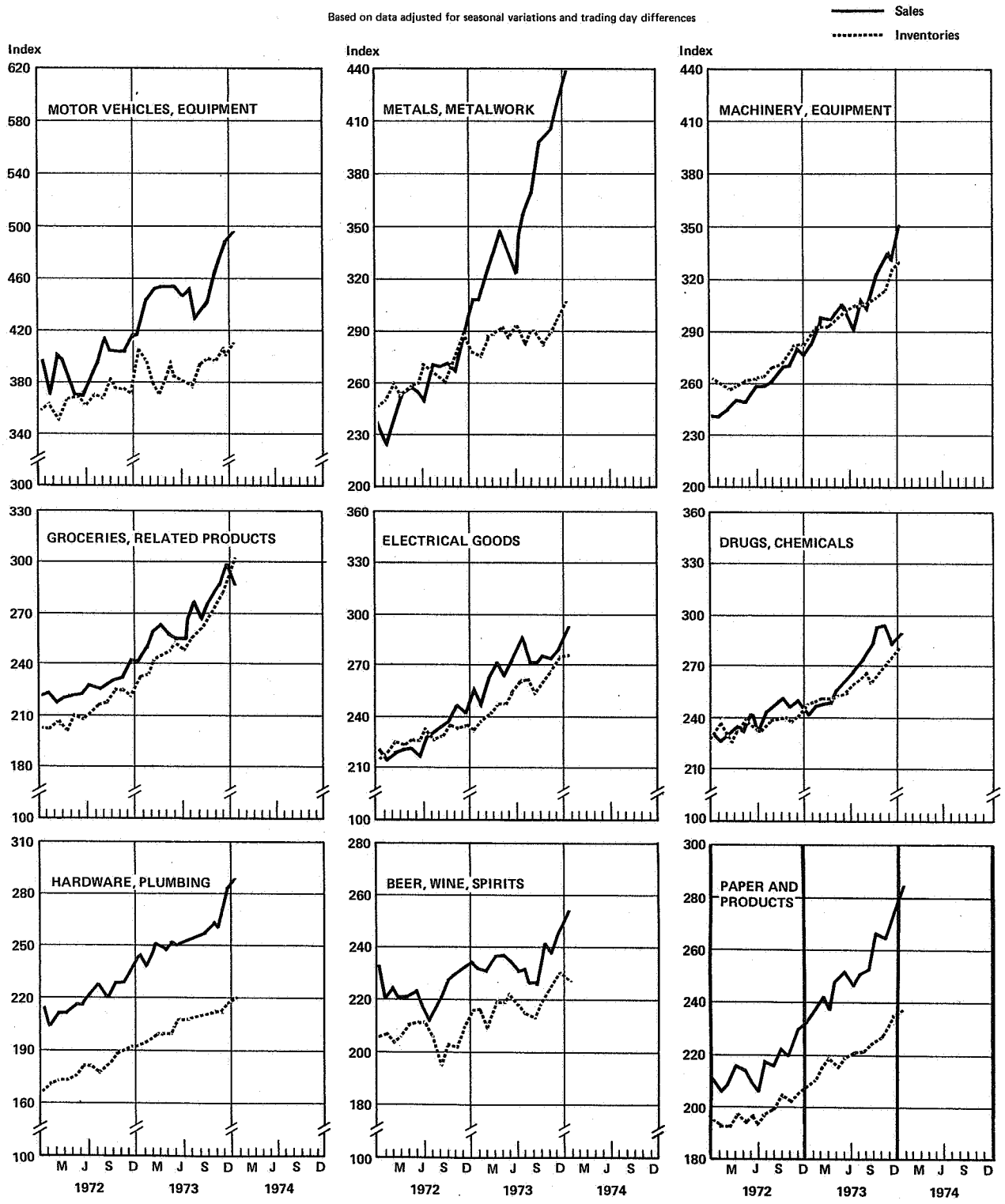
S Does not meet publication standards because of extreme variability or high nonresponse rate.

[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kind of business, only for the summary kind-of-business groups shown. [2]There are indications that the seasonal adjustment factors for this trade group may not reflect recent trends. The seasonally adjusted data for this trade group and also for the summary group totals should, therefore, be used with caution.

Sales and Inventories of Merchant Wholesalers in Selected Kinds of Business: 1972, 1973 and 1974

1957-1959 Monthly average=100

Based on data adjusted for seasonal variations and trading day differences



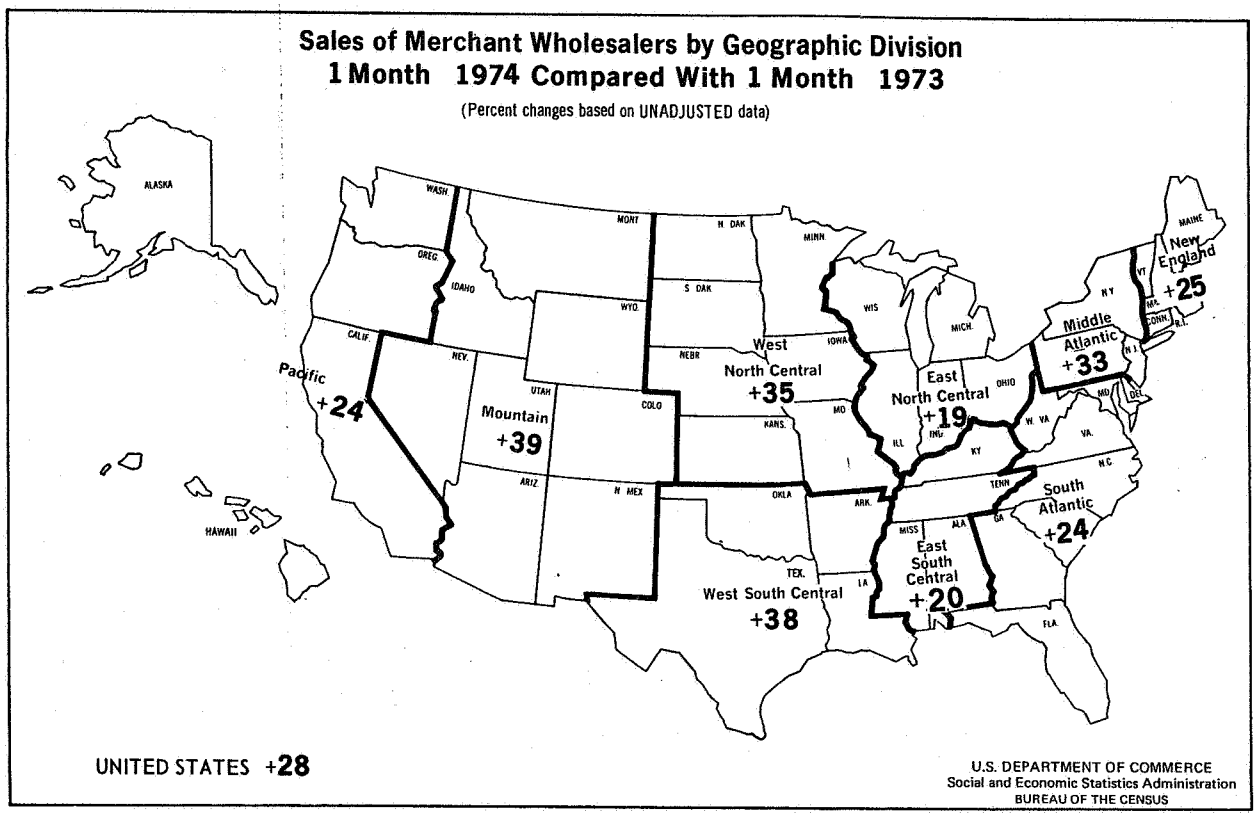


Table 6. Estimated Monthly Sales of Merchant Wholesalers and Sampling Errors, Geographic Division: 1973 and 1974

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business and geographic division	1974	1973												Total 12 mos. 1973	Sampling error of the estimate	
	Jan.[1]	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		Range	Median
MERCHANT WHOLESALERS, TOTAL..	33,675	26,326	25,562	29,852	28,859	31,232	30,104	29,892	32,391	29,849	34,067	33,895	32,834	364,858	0.8-0.9	0.8
New England.....	1,504	1,202	1,092	1,307	1,319	1,372	1,356	1,363	1,527	1,347	1,466	1,480	1,432	16,236	3-4	4
Middle Atlantic.....	9,286	6,970	6,965	8,163	7,559	8,215	7,936	7,801	8,485	8,002	9,070	9,432	9,158	97,757	1-2	2
East North Central.....	5,717	4,804	4,512	5,230	5,162	5,574	5,296	5,367	5,831	5,330	5,969	5,830	5,612	64,518	2-2	2
West North Central.....	3,061	2,260	2,098	2,536	2,438	2,699	2,625	2,714	3,002	2,806	3,142	3,056	2,927	32,302	2-3	2
South Atlantic.....	3,438	2,760	2,747	3,165	3,094	3,236	3,231	3,174	3,284	2,914	3,534	3,516	3,399	38,054	2-3	3
East South Central.....	1,808	1,512	1,414	1,661	1,558	1,725	1,583	1,675	1,707	1,666	1,952	1,917	1,700	20,072	4-6	5
West South Central.....	3,021	2,196	2,224	2,526	2,518	2,805	2,709	2,613	2,895	2,568	2,999	2,886	2,972	31,911	2-5	3
Mountain.....	1,182	850	805	949	937	978	974	1,007	1,095	988	1,116	1,088	1,125	11,913	3-5	4
Pacific.....	4,658	3,771	3,706	4,316	4,274	4,629	4,394	4,177	4,563	4,228	4,819	4,688	4,508	52,066	2-4	3
DURABLE GOODS, TOTAL.....	14,708	11,856	11,699	13,831	13,841	14,828	14,567	14,073	14,958	13,739	15,463	14,971	13,894	167,713	1.3-1.6	1.5
New England.....	681	541	513	620	645	675	673	636	694	640	720	730	665	7,752	4-6	5
Middle Atlantic.....	3,414	2,679	2,713	3,297	3,110	3,434	3,329	3,238	3,363	3,072	3,529	3,550	3,160	38,473	2-4	3
East North Central.....	2,832	2,322	2,178	2,550	2,571	2,713	2,624	2,669	2,870	2,657	2,991	2,865	2,650	31,660	2-5	3
West North Central.....	934	754	731	877	865	942	939	947	987	989	1,045	993	885	10,953	4-7	5
South Atlantic.....	1,641	1,406	1,392	1,640	1,709	1,750	1,745	1,646	1,767	1,588	1,790	1,758	1,616	19,809	3-6	4
East South Central.....	654	583	558	646	669	729	734	684	730	714	759	675	628	8,110	5-7	6
West South Central.....	1,514	1,134	1,166	1,361	1,368	1,494	1,499	1,452	1,520	1,343	1,528	1,426	1,421	16,714	2-5	3
Mountain.....	527	430	421	507	500	520	544	560	589	516	569	561	549	6,266	5-8	5
Pacific.....	2,509	2,006	2,028	2,335	2,404	2,570	2,480	2,240	2,438	2,220	2,530	2,415	2,318	27,976	3-6	4
NONDURABLE GOODS, TOTAL.....	18,967	14,470	13,863	16,021	15,018	16,404	15,537	15,819	17,433	16,110	18,604	18,924	18,940	197,145	1.2-1.5	1.2
New England.....	823	661	579	688	673	697	683	727	832	707	746	750	767	8,511	6-8	6
Middle Atlantic.....	5,873	4,291	4,253	4,866	4,450	4,781	4,607	4,562	5,123	4,930	5,541	5,883	5,998	59,284	2-2	2
East North Central.....	2,885	2,482	2,334	2,680	2,591	2,861	2,672	2,698	2,961	2,674	2,978	2,965	2,962	32,859	2-4	3
West North Central.....	2,126	1,506	1,367	1,659	1,573	1,757	1,686	1,767	2,015	1,817	2,097	2,064	2,042	21,349	3-5	3
South Atlantic.....	1,797	1,354	1,355	1,525	1,385	1,486	1,486	1,528	1,516	1,326	1,744	1,758	1,783	18,246	3-5	4
East South Central.....	1,154	929	856	1,016	889	995	849	991	977	952	1,193	1,243	1,072	11,962	4-6	5
West South Central.....	1,506	1,062	1,058	1,165	1,150	1,310	1,210	1,161	1,375	1,225	1,471	1,461	1,550	15,198	4-6	4
Mountain.....	655	420	383	443	437	457	430	448	506	472	947	827	876	8,047	5-6	6
Pacific.....	2,194	1,764	1,678	1,981	1,870	2,059	1,914	1,937	2,126	2,008	2,288	2,274	2,190	24,090	2-5	4

Note: Detail may not add to totals due to rounding and minor revisions.

[1]Preliminary estimate. See page 12, Estimating Procedures.

Table 7. Percent Changes in Sales and Inventories of Merchant Wholesalers, and Sampling Errors, by Geographic Divisions for Selected Kinds of Business: January 1974

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in-- Sales: January 1974 from-- January 1973	Sales: January 1974 from-- December 1973	Inventories: January 1974 from-- January 1973	Inventories: January 1974 from-- December 1973	Sampling errors of the ratio corresponding to the percent change in columns--[2]			
	A	B	D	E	A	B	D	E
MERCHANT WHOLESALERS, TOTAL	+28	+2	+17	+3	0.9	0.4	0.8	0.2
New England	+25	+5	+22	+4	4.4	1.5	3.6	0.4
Middle Atlantic	+33	+1	+14	+2	1.4	0.8	1.5	0.6
East North Central	+19	+2	+17	+4	2.1	1.1	1.5	0.6
West North Central	+35	+4	+21	+3	3.2	1.6	3.1	0.8
South Atlantic	+24	+1	+18	+5	2.2	1.0	1.7	0.7
East South Central	+20	+6	+19	+6	3.4	1.6	2.2	0.7
West South Central	+38	+2	+16	+5	2.3	1.2	2.7	0.6
Mountain	+39	+5	+23	+3	4.4	2.6	4.6	1.0
Pacific	+24	+3	+15	+2	3.6	1.5	3.3	0.8
Durable goods, total	+24	+6	+12	+1	1.4	0.7	1.0	0.3
New England	+26	+2	+22	+4	7.7	2.7	3.7	0.9
Middle Atlantic	+27	+8	+5	0	2.7	1.3	1.9	0.8
East North Central	+22	+7	+16	+1	3.1	1.6	1.9	0.9
West North Central	+24	+6	+14	-1	3.9	2.5	3.5	0.7
South Atlantic	+17	+2	+11	0	3.1	1.6	2.5	0.8
East South Central	+12	+4	+20	+2	4.4	2.5	3.5	0.8
West South Central	+34	+6	+7	+2	3.4	1.4	3.4	0.7
Mountain	+23	-4	+24	+2	6.8	4.4	5.8	1.2
Pacific	+25	+8	+8	+1	6.7	2.0	3.1	1.5
Nondurable goods, total	+31	0	+24	+6	1.3	0.6	1.3	0.3
New England	+24	+7	+20	+4	5.0	1.9	6.5	1.6
Middle Atlantic	+37	-2	+25	+3	1.7	1.1	3.6	0.6
East North Central	+16	-3	+17	+6	2.6	1.4	2.4	0.6
West North Central	+41	+4	+27	+5	3.9	1.7	5.4	1.3
South Atlantic	+33	+1	+29	+6	2.7	1.4	2.3	0.8
East South Central	+24	+8	+17	+8	4.0	1.5	2.6	0.9
West South Central	+42	-3	+29	+6	3.2	1.8	3.5	1.0
Mountain	+56	+14	+19	+5	5.0	1.9	6.7	1.9
Pacific	+22	-2	+25	+3	3.2	1.4	5.1	1.6
Automotive equipment, tire, tubes	+2	+2	+9	+3	3	2	3	1
New England	(S)	+13	(S)	+8	-	4	-	1
Middle Atlantic	-4	-6	-10	0	9	5	8	1
East North Central	+10	-4	+12	+4	8	3	7	1
West North Central	+3	+12	+6	0	9	4	9	2
South Atlantic	-9	+2	+1	+1	8	3	6	3
East South Central	(S)	+17	+42	+3	-	4	9	3
West South Central	+12	+8	+5	+2	9	4	8	1
Mountain	(S)	+7	(S)	0	-	6	-	2
Pacific	-20	-5	+6	+4	9	3	9	2
Electrical supplies, apparatus	+32	-1	+20	+1	3	1	2	1
New England	(S)	+7	(S)	(S)	-	3	-	1
Middle Atlantic	+18	0	+8	+1	7	4	6	1
East North Central	+36	+1	+20	0	6	2	6	1
West North Central	(S)	-4	+13	+2	-	3	7	1
South Atlantic	+35	+8	+25	0	7	3	5	1
East South Central	(S)	-12	(S)	0	-	4	-	2
West South Central	+42	+7	+16	-1	8	3	8	1
Mountain	(S)	-22	(S)	-5	-	2	-	1
Pacific	+35	-6	+36	+3	7	3	6	1
Electrical appliances, TV, radio sets, electronic parts equipment	+2	-6	+15	+1	3	2	3	1
New England	(S)	-10	(S)	-1	-	5	-	3
Middle Atlantic	-3	-7	+12	+3	7	5	8	2
East North Central	+8	-9	+38	+2	8	4	7	2
West North Central	(S)	(S)	(S)	-2	-	5	-	2
South Atlantic	-14	-9	+2	-2	8	3	7	2
West South Central	-7	+1	-4	-2	7	2	9	2
Mountain	(S)	+5	(S)	+5	-	3	-	3
Pacific	(S)	+4	(S)	-1	-	3	-	3
Furniture, home furnishings, total	+9	0	+18	+7	6	2	7	1
New England	(S)	0	(S)	(S)	-	5	-	4
Middle Atlantic	+25	+1	+20	+9	7	4	6	2
East North Central	(S)	-1	(S)	+6	-	5	-	4
South Atlantic	(S)	0	(S)	+5	-	5	-	4
East South Central	(S)	+22	(S)	(S)	-	5	-	3
West South Central	-16	+19	(S)	+9	9	6	-	2
Mountain	(S)	-7	(S)	+7	-	6	-	4
Pacific	+20	+4	+12	+5	9	4	7	2
Hardware	+25	+17	+15	+6	2	1	1	1
New England	(S)	-12	(S)	+6	-	6	-	2
Middle Atlantic	+18	+21	+3	+4	7	4	7	1
East North Central	+30	+23	+15	+7	5	3	5	1
West North Central	+24	+11	+10	+5	5	3	6	1
South Atlantic	+14	+13	+10	+7	8	3	9	2
East South Central	+29	+21	+35	+11	6	4	6	1
West South Central	(S)	+11	+14	+6	-	3	7	1
Mountain	(S)	0	(S)	+2	-	4	-	2
Pacific	+25	+27	+21	+3	8	2	6	1
Plumbing and heating equipment, supplies	+13	-5	+10	+2	4	2	2	1
New England	(S)	+14	(S)	+10	-	4	-	2
Middle Atlantic	+16	-4	(S)	(S)	7	4	8	1
East North Central	+11	-6	+4	-1	7	5	5	2

See footnotes at end of table.

Table 7. Percent Changes in Sales and Inventories of Merchant Wholesalers, and Sampling Errors, by Geographic Divisions for Selected Kinds of Business: January 1974—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in-- Sales: January 1974 from-- January 1973 (A)	Sales: January 1974 from-- December 1973 (B)	Inventories: January 1974 from-- January 1973 (D)	Inventories: January 1974 from-- December 1973 (E)	Sampling errors of the ratio corresponding to the percent change in columns--[2] A	B	D	E
Plumbing and heating equipment, supplies--Continued								
West North Central	(S)	-3	+23	+1	-	3	8	2
South Atlantic	(S)	-4	(S)	(S)	-	5	8	2
East South Central	(S)	-2	(S)	(S)	-	6	-	2
West South Central	(S)	-6	+4	+2	-	6	9	3
Pacific	+6	-18	+6	+4	9	4	7	2
Lumber, construction materials, total	0	-1	+13	0	3	2	3	1
New England	(S)	-10	(S)	+6	-	4	-	4
Middle Atlantic	+11	-2	+16	+2	8	4	7	2
East North Central	-4	-2	+17	0	8	3	6	2
West North Central	-12	-20	+6	0	9	5	8	2
South Atlantic	+21	+14	(S)	+1	9	3	-	3
East South Central	(S)	-18	(S)	-1	-	5	-	2
West South Central	(S)	0	(S)	+6	-	4	-	2
Pacific	0	+2	(S)	-7	7	5	-	4
Industrial machinery, equipment supplies distribution	+22	+4	+14	+1	4	3	4	1
Middle Atlantic	(S)	+2	+6	+1	-	5	7	3
East North Central	(S)	+11	+25	+1	-	5	8	2
South Atlantic	(S)	-17	+3	-1	-	5	8	2
West South Central	(S)	+6	+6	+1	-	5	7	2
Pacific	+52	+12	+26	+6	9	6	6	2
General-line grocery wholesalers	+21	+6	+23	+1	1	1	2	1
New England	(S)	+5	(S)	+1	-	3	-	2
Middle Atlantic	+21	-3	+24	0	5	1	7	2
East North Central	+21	+1	+23	-6	4	1	4	1
West North Central	+13	+1	+19	+3	4	1	5	1
South Atlantic	+33	+6	+33	+4	8	2	7	2
East South Central	+10	+24	+24	+6	7	2	9	1
West South Central	+15	+4	+10	-6	6	2	7	1
Mountain	+10	-2	+13	-6	5	2	6	1
Pacific	+32	+25	+26	+7	5	1	5	1
Specialty-line grocery wholesalers	+21	-5	+40	+7	4	2	4	1
Middle Atlantic	+31	-14	+39	+12	5	2	5	3
East North Central	+11	-2	(S)	-3	8	3	-	4
West North Central	(S)	+1	+41	+8	-	2	9	1
South Atlantic	+2	0	+8	+8	8	3	8	2
East South Central	(S)	+3	(S)	+6	-	2	-	4
West South Central	(S)	-13	(S)	+16	-	6	-	3
Mountain	(S)	+4	(S)	-4	-	5	-	4
Pacific	(S)	-6	(S)	-2	-	7	-	3
Fresh fruit, vegetable wholesalers	+5	-3	+34	+12	3	2	4	1
New England	(S)	+16	(S)	(S)	-	6	-	-
Middle Atlantic	-4	-5	(S)	+27	8	4	-	4
East North Central	+4	-4	+21	+12	8	3	7	3
West North Central	(S)	-20	+30	+2	-	3	8	3
South Atlantic	-2	0	+41	+12	8	4	9	3
East South Central	(S)	+1	(S)	+15	-	5	-	5
West South Central	(S)	+1	(S)	+4	-	3	-	3
Mountain	(S)	-3	(S)	-4	-	3	-	3
Pacific	+20	-8	(S)	+11	8	4	-	4
Drug wholesalers (general and specialty lines)	+13	+6	+13	+3	3	2	3	1
New England	+2	-4	(S)	+1	9	3	-	2
Middle Atlantic	+25	+14	(S)	0	8	5	-	2
East North Central	+12	+1	+18	-1	6	2	6	2
West North Central	+9	+4	+23	+6	8	4	9	2
South Atlantic	(S)	(S)	-8	+4	6	4	8	2
East South Central	(S)	+4	(S)	+4	-	3	-	3
West South Central	+6	+7	+8	+2	6	2	7	1
Mountain	(S)	+21	(S)	+1	-	2	-	3
Pacific	+4	+7	-3	+7	8	4	9	2
Tobacco distributors	+10	-4	+1	+3	2	1	3	1
New England	(S)	-10	(S)	(S)	-	2	-	2
Middle Atlantic	+10	-2	-3	0	5	2	7	1
East North Central	+2	-5	-1	+2	7	2	6	2
West North Central	+21	-6	(S)	+4	9	2	-	1
South Atlantic	+1	+2	+4	+3	6	2	7	1
East South Central	+61	+6	+33	+4	8	2	9	3
West South Central	+1	+7	(S)	(S)	9	1	9	1
Mountain	(S)	-5	(S)	+1	-	3	-	1
Pacific	+18	-19	+7	+1	7	1	9	3
Dry goods, apparel wholesalers	+14	+20	(S)	(S)	5	2	8	1
Middle Atlantic	+8	+22	(S)	(S)	6	2	7	1
East North Central	(S)	+8	(S)	(S)	-	6	9	2
East South Central	-8	-2	(S)	(S)	3	5	-	2
West South Central	(S)	(S)	(S)	(S)	-	-	-	2

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trends for the kinds of business rather than the geographic division trends.

S Does not meet publication standards because of extreme variability or high nonresponse rate.

[1]See map page 8.

[2]The sampling errors (in percent) shown in the above table columns A, B, D, and E are based on medians of measurements on data for March, June, September and December 1971 and March 1972. For use of these sampling errors see Use of Sampling Errors page 13.

Description of Sample, Estimating Procedures, and Reliability of the Data

1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Office of Management and Budget, Executive Office of the President, as "establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, farm, or professional business users; or to other wholesalers; or acting as agents or brokers in buying merchandise for or selling merchandise to such persons or companies. The principal types of establishments included are: (1) merchant wholesalers--wholesalers who take title to the goods they sell such as wholesale merchants or jobbers, industrial distributors, voluntary group wholesalers, exporters, importers, cash-and-cary wholesalers, drop shippers, wagon distributors, retailer cooperative warehouses, terminal elevators, and cooperative buying associations; (2) sales branches and sales offices (but not retail stores) maintained by manufacturing or mining enterprises apart from their plants or mines for the purpose of marketing their products; (3) agents, merchandise or commodity brokers, and commission merchants; (4) petroleum bulk stations; and (5) assemblers, buyers, and associations engaged in the cooperative marketing of farm products."

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers' sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 17 through 20.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample, introduced in February 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms, depending upon the total number of firms in the trade and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. Approximate measures of the differences in level between the two series, based on the January 1966 survey are available upon request. The differences between results of the old and new samples are attributable, in part, to sampling error in the monthly estimates (see item 7) and, in part, to changes in the kind-of-business classification of individual firms from one census year to another.

To meet the needs of users for long range comparative data, the Bureau of the Census, together with the Bureau of Economic Analysis, has adjusted to old series data from 1959 to 1965 for major kind-of-business groups on the basis of relationships established between new and old sample data for the first 6 months of 1965. These data are available in a Supplement to the Monthly Wholesale Trade Report, issued January 13, 1967.

4. Currently Published Data

Sales.--Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes and Federal excise taxes are included.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 44 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Inventories.--Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include items not held for sales, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trends are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Statistical Indicators Division, Bureau of Economic Analysis. Table 8 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business 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, basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census will, on request, release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, 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.

6. Estimating Procedures

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For all firms reporting, data are available for two consecutive months--the current month and the previous month. For those firms that do not respond in time for tabulation, estimates, based on previously reported data, are prepared. The sales and inventory figures, reported or estimated, for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the current month and previous month unbiased estimates used in preparing the composite estimates described below:

The preliminary composite estimate for the current month is a weighted average of two estimates: (a) the current month unbiased estimate (weight .3) and (b) a ratio estimate (weight .7) obtained by multiplying the preliminary composite estimate for the previous month by the current to previous month ratio obtained from the current month reports.

The final composite estimate (available a month later) is also a weighted average of two estimates: (a) the preliminary composite estimate for a given month (weight .72) and (b) the unbiased estimate (weight .28)

for the same month as obtained from the next month's reporting panel.

The preliminary composite estimates provide a measure of the dollar volume estimates of sales and inventories considerably more reliable than the unbiased estimates and the final composite estimates are generally more reliable than the preliminary composite estimates. Because of the occurrence of relativity large differences between preliminary and final inventory composite estimates, preliminary inventory dollar volume estimates are modified prior to publication on the basis of past relationships between preliminary and final estimates.

7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the composite sales estimates for any individual month is about 0.8 percent at the one-sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The median sampling error of the inventory estimates for all trades combined is 0.9 percent.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month sales and inventories. Table 9 presents the range of the sampling errors and their medians; however, the sampling errors for individual months are available upon request. The sampling errors shown for the monthly dollar estimates are based on the final composite estimates, while the sampling errors of the month-to-month ratios are based on the preliminary composite estimates of the current month and the final composite estimates of the previous month and the year-ago month. The sampling errors of the preliminary composite estimates are not shown, but would generally be slightly higher than those shown for the final composite estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 9. Sampling errors of the sales and inventory data by geographic division are included in tables 6 and 7.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, estimates are included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonrespone affects the reliability of the dollar volume estimates. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. At the national level, about 10 percent of total sales and 23 percent of total inventories are currently imputed for nonresponse. In some geographic divisions the nonresponse may be higher. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standard of reliability.

8. Use of Sampling Errors

The use of sampling errors shown in table 9 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimates made for all durable goods in June 1973. The published estimate is $14,567 million while the median sampling error shown in this report is 2.4 percent or .024. Multiplying $14,567 million by .024 we obtain $350 million. Thus the chances are two out of three that the "expected value" of the estimate is between $14,217 and $14,917 million. Doubling the given median sampling error gives us limits $13,868 to $15,266 million, which will contain the "expected value" 19 out of 20 times.

As an example in the use of these median sampling error data with ratios, consider the ratio of change from July 1973 to August 1973 for durable goods sales. This ratio of change, obtained by dividing $14,958 million by $14,073 million is 1.0628 (it can also be expressed as a 6.3 percent increase). The median sampling error of this ratio is 0.7 percent (.007). Multiplying 1.0628 by .007, we obtain .0074 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.0554 to 1.0702 (that is to say, that the July to August change was between a 5.5 and a 7.0 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.0480 to 1.0776.

Table 8. Seasonal Adjustment Factors for Sales and Inventories of Merchant Wholesalers: January 1973-December 1974

Kind of business	1973											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales											
MERCHANT WHOLESALERS, TOTAL	95.0	89.9	101.8	97.0	104.6	102.2	98.4	106.5	97.8	107.3	102.2	96.1
TOTAL (excluding farm products, raw materials)	94.1	89.2	101.6	98.4	104.9	103.2	98.6	107.0	98.2	107.2	101.3	95.1
DURABLE GOODS, TOTAL	91.4	89.1	100.8	100.3	106.1	105.4	100.0	107.3	98.5	107.5	100.7	91.3
Motor vehicles, automotive equipment	94.0	90.1	101.2	103.4	109.3	107.5	103.6	105.9	94.2	105.3	97.7	87.7
Electrical goods	91.4	89.7	99.0	92.4	96.1	102.2	100.0	106.6	100.9	111.8	108.4	100.4
Furniture, home furnishings	84.8	85.8	103.4	98.7	102.5	100.8	98.4	110.5	101.5	113.7	106.8	91.5
Hardware, plumbing, heating equipment	87.6	87.9	97.9	99.4	106.3	107.7	103.2	110.1	99.9	109.1	102.0	87.3
Lumber, construction materials	82.1	81.9	96.3	99.4	109.4	109.4	105.3	115.1	102.6	112.2	101.1	85.7
Machinery, equipment, supplies	93.0	90.6	102.3	101.3	107.4	106.4	98.5	105.1	98.8	104.7	96.9	94.1
Metals, metalwork (except scrap)	100.1	88.9	103.4	101.8	107.9	104.3	99.0	107.8	96.3	102.5	96.5	88.3
Scrap, waste materials	96.7	94.3	106.0	109.3	112.0	105.5	95.3	101.3	91.8	107.3	91.8	86.7
Jewelry	80.5	85.2	100.0	94.6	92.9	91.8	75.1	100.0	107.8	121.7	123.3	116.6
NONDURABLE GOODS, TOTAL	97.4	91.0	102.2	95.4	104.2	99.5	96.9	105.1	97.0	106.4	103.7	100.2
TOTAL (excluding farm products, raw materials)	93.7	91.7	102.9	98.7	100.3	101.8	97.6	102.7	101.9	102.1	102.2	101.4
Groceries and related products	101.0	89.8	101.6	95.0	106.6	100.8	100.3	105.3	96.4	103.8	101.3	97.0
Beer, wine, distilled alcoholic beverage	80.1	80.5	96.7	90.9	108.0	107.6	99.6	108.8	95.9	106.1	108.1	117.2
Drugs, chemicals, allied products	101.3	92.7	102.4	99.8	101.8	98.4	96.1	105.1	96.6	109.1	100.2	96.1
Tobacco, tobacco products	95.4	87.2	98.3	94.4	108.3	103.3	101.6	108.5	98.0	102.6	100.4	101.5
Dry goods, apparel	97.1	96.1	102.2	92.9	93.9	98.1	94.4	115.7	104.0	111.9	105.1	87.3
Paper, paper products, excluding wallpaper	98.8	92.1	101.5	98.4	103.8	99.4	95.5	107.6	97.9	106.6	101.7	94.8
Farm products (raw materials)[1]	107.8	92.0	106.1	88.5	105.6	91.8	89.9	95.3	90.2	108.7	113.9	111.4
Other nondurable goods	91.8	94.9	106.6	101.0	102.0	96.0	94.0	101.6	100.0	105.2	102.1	101.1
	Seasonal adjustment factors for inventories											
MERCHANT WHOLESALERS, TOTAL	100.5	100.2	100.3	100.2	99.7	99.6	99.3	98.9	99.0	100.6	101.1	100.3
TOTAL (excluding farm products, raw materials)	98.8	99.0	99.7	100.4	100.5	100.8	100.6	100.1	100.1	100.6	100.2	98.9
DURABLE GOODS, TOTAL	98.8	99.3	100.0	101.2	100.7	101.0	100.9	100.6	99.6	99.6	99.2	99.1
Motor vehicles, automotive equipment	99.6	100.9	102.8	101.7	100.1	99.6	101.0	97.4	97.9	98.3	99.9	101.8
Electrical goods	98.5	97.7	99.4	98.1	100.8	101.2	100.3	99.4	102.0	103.4	101.5	97.6
Furniture, home furnishings	94.9	97.0	100.8	100.1	100.0	102.7	103.0	103.0	99.3	101.8	99.5	98.0
Hardware, plumbing, heating equipment	99.2	101.1	102.0	102.3	103.0	102.3	101.5	99.3	98.1	98.7	96.9	95.6
Lumber, construction materials	97.8	100.1	101.5	102.6	103.2	104.2	100.4	100.1	99.4	98.1	96.3	97.5
Machinery, equipment, supplies	98.1	98.5	99.3	101.8	100.7	100.9	101.8	101.6	99.7	99.1	99.6	99.1
Metals, metalwork (except scrap)	100.2	96.9	97.7	101.7	99.2	99.3	100.8	104.9	99.8	98.2	98.4	102.5
Scrap, waste materials	98.2	99.1	101.8	100.3	97.8	98.2	99.0	98.2	99.2	102.1	101.6	103.9
Jewelry	97.5	98.9	97.2	95.8	96.2	100.9	100.3	102.6	104.7	108.8	102.0	95.8
NONDURABLE GOODS, TOTAL	103.0	101.5	100.7	99.3	98.3	97.3	96.2	96.3	98.2	102.6	103.5	102.9
TOTAL (excluding farm products, raw materials)	99.1	98.2	98.8	99.1	100.2	100.6	99.7	99.3	101.3	102.8	101.8	99.1
Groceries and related products	100.4	99.2	101.7	99.6	99.5	98.2	98.9	97.7	100.6	101.8	102.0	100.4
Beer, wine, distilled alcoholic beverage	96.6	95.4	96.5	98.4	103.2	104.3	98.1	96.5	103.8	108.7	104.4	93.0
Drugs, chemicals, allied products	98.0	98.8	100.3	99.5	99.3	99.4	100.2	100.0	100.4	101.9	102.0	99.7
Tobacco, tobacco products	100.4	96.9	98.1	98.9	101.7	98.9	98.7	100.7	102.9	102.1	103.5	96.4
Dry goods, apparel	100.2	99.5	97.7	96.8	100.9	103.6	101.8	100.8	101.3	101.7	98.3	96.6
Paper, paper products, excluding wallpaper	99.6	98.6	99.9	99.5	101.3	101.2	101.8	99.9	100.4	98.6	99.3	99.4
Farm products (raw materials)[1]	127.0	119.5	109.6	97.6	87.2	80.1	78.9	79.1	81.0	101.4	115.0	121.2
Other nondurable goods	98.3	97.4	98.7	99.8	99.4	100.5	100.5	100.3	100.8	102.2	101.7	100.7

See footnotes at end of table.

Table 8. Seasonal Adjustment Factors for Sales and Inventories of Merchant Wholesalers: January 1973-December 1974—Continued

Kind of business	1974											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales											
MERCHANT WHOLESALERS, TOTAL	95.5	90.3	99.9	100.6	105.0	98.5	101.7	103.3	99.3	106.7	99.7	98.4
TOTAL (excluding farm products, raw materials)	94.3	89.8	99.3	101.4	105.6	99.6	101.9	103.9	100.2	106.8	99.0	97.2
DURABLE GOODS, TOTAL	91.6	88.9	99.2	103.8	107.1	101.8	103.2	104.2	100.6	106.8	98.2	93.7
Motor vehicles, automotive equipment	94.1	91.4	99.9	106.4	109.8	105.3	104.9	101.5	95.6	104.0	95.4	90.1
Electrical goods	92.0	89.2	97.0	95.4	96.5	100.6	102.5	103.4	102.3	111.3	106.2	101.9
Furniture, home furnishings	86.6	86.7	103.1	99.1	102.1	99.3	99.7	104.4	103.2	114.9	104.6	94.8
Hardware, plumbing, heating equipment	89.1	87.1	96.1	101.7	107.2	104.8	105.9	107.2	101.7	110.2	98.6	89.3
Lumber, construction materials	84.3	81.1	94.5	104.6	108.9	105.9	107.0	112.7	104.0	109.9	99.1	88.3
Machinery, equipment, supplies	92.2	90.2	100.7	103.6	109.5	102.5	102.2	101.1	100.8	104.7	94.7	96.7
Metals, metalwork (except scrap)	100.3	87.9	101.4	107.4	110.1	100.9	101.8	104.2	97.9	101.8	95.0	91.2
Scrap, waste materials	95.6	95.2	108.2	112.2	115.1	102.9	98.1	97.9	92.9	101.9	90.0	89.2
Jewelry	82.6	84.7	99.9	91.4	96.2	91.8	76.8	102.9	106.7	123.3	123.8	119.5
NONDURABLE GOODS, TOTAL	98.6	91.6	99.6	98.5	103.8	96.8	99.6	101.8	98.2	106.6	101.6	102.3
TOTAL (excluding farm products, raw materials)	95.1	91.4	103.2	97.7	101.8	100.7	97.5	103.9	101.4	103.2	100.9	101.5
Groceries and related products	102.3	90.4	98.5	98.8	105.3	98.6	104.2	102.4	97.3	103.7	98.8	99.0
Beer, wine, distilled alcoholic beverage	81.8	80.7	93.8	93.3	109.4	103.6	102.7	103.5	97.1	107.6	104.5	120.9
Drugs, chemicals, allied products	100.7	92.1	99.1	102.1	101.7	96.0	98.8	101.8	100.6	109.1	97.9	98.9
Tobacco, tobacco products	96.1	87.3	94.7	98.1	108.7	98.9	105.8	104.5	99.2	104.5	97.8	104.0
Dry goods, apparel	99.2	96.4	101.1	93.4	95.1	94.1	96.2	112.4	108.0	111.4	100.6	89.6
Paper, paper products, excluding wallpaper	99.9	92.5	99.3	99.8	105.5	97.1	98.6	103.8	99.3	107.2	99.1	96.4
Farm products (raw materials)[1]	111.9	94.3	101.4	94.3	103.0	89.8	93.7	91.9	87.9	107.4	111.4	113.4
Other nondurable goods	93.4	95.7	106.2	103.4	101.8	94.3	93.7	99.1	100.5	106.3	101.0	102.7
	Seasonal adjustment factors for inventories											
MERCHANT WHOLESALERS, TOTAL	101.5	100.9	100.7	100.4	99.5	99.1	99.1	98.2	98.3	100.1	101.3	100.6
TOTAL (excluding farm products, raw materials)	99.1	99.1	99.7	100.4	100.7	100.9	101.0	99.8	99.9	100.2	100.1	98.8
DURABLE GOODS, TOTAL	98.8	99.3	100.0	101.2	100.9	101.0	101.4	100.2	99.4	99.2	99.2	99.1
Motor vehicles, automotive equipment	100.4	102.0	102.2	101.7	100.3	98.9	100.7	96.4	98.4	97.9	99.2	101.9
Electrical goods	98.0	97.2	99.7	98.0	100.6	100.8	101.6	99.2	102.1	103.0	101.9	97.5
Furniture, home furnishings	95.1	97.3	101.0	100.2	99.9	102.5	104.0	103.1	99.2	99.9	99.4	98.0
Hardware, plumbing, heating equipment	98.7	101.1	102.1	102.3	102.9	102.7	101.5	99.3	97.8	98.7	97.0	95.5
Lumber, construction materials	97.4	100.1	101.9	103.8	103.7	105.1	101.5	99.6	98.0	96.2	95.2	97.6
Machinery, equipment, supplies	98.0	98.8	99.5	101.4	100.9	101.2	101.7	101.2	99.5	98.7	99.8	99.1
Metals, metalwork (except scrap)	99.3	96.6	98.0	101.9	99.5	99.3	102.5	104.8	99.7	97.0	98.8	102.4
Scrap, waste materials	98.3	99.3	102.0	100.3	97.2	99.9	99.0	98.3	98.7	101.6	101.2	103.9
Jewelry	95.8	97.4	95.8	95.4	95.7	102.5	103.2	102.8	104.5	108.8	102.0	95.9
NONDURABLE GOODS, TOTAL	103.4	101.8	101.2	99.6	98.2	97.1	96.5	96.2	97.7	101.8	103.4	102.9
TOTAL (excluding farm products, raw materials)	99.3	98.6	99.0	99.2	100.4	100.5	99.8	99.1	100.8	102.5	101.6	99.1
Groceries and related products	99.9	98.4	101.9	99.8	99.8	98.3	98.8	97.5	100.7	101.7	102.6	100.3
Beer, wine, distilled alcoholic beverage	97.4	96.3	96.5	98.6	103.6	105.5	98.9	96.5	102.0	107.9	103.6	92.9
Drugs, chemicals, allied products	98.9	99.2	100.6	99.4	99.1	98.9	100.4	100.0	100.2	101.4	101.9	99.7
Tobacco, tobacco products	100.6	97.0	98.6	98.4	102.5	99.6	98.8	100.5	101.8	101.8	103.7	96.3
Dry goods, apparel	100.5	99.1	97.1	97.8	101.1	103.6	101.9	100.6	102.6	101.3	97.6	96.6
Paper, paper products, excluding wallpaper	99.9	98.7	100.0	100.4	101.0	101.0	101.5	99.9	100.2	98.9	98.7	99.3
Farm products (raw materials)[1]	128.5	121.9	111.7	100.8	86.0	78.3	77.8	79.5	80.1	98.7	115.2	121.1
Other nondurable goods	99.1	99.2	98.8	99.5	99.5	100.3	100.3	99.6	99.6	102.1	101.3	100.8

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1973, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 Variant of the Census Method II Seasonal Adjustment Program, Technical Paper No. 15, Department of Commerce, Bureau of Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are included in this table for some kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in table 4 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

[1]There are indications that the seasonal adjustment factors for the farm products (raw materials) category may not reflect recent trends in this trade. The seasonally adjusted data for this category and also for the merchant wholesale and nondurable goods totals should, therefore, be used with caution.

Table 9. Sampling Variability-Estimates of Sales and Inventories of Merchant Wholesalers

Kind of business	Sales						Inventories					
	Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	1.0-1.4	1.4	0.3-0.9	0.4	0.8-1.1	0.9	0.9-1.8	1.2	0.1-0.4	0.2	0.5-1.6	0.8
TOTAL (excluding farm products, raw materials)	1.0-1.5	1.4	0.3-0.9	0.4	0.9-1.2	1.0	1.0-1.6	1.2	0.1-0.4	0.2	0.6-1.6	0.9
DURABLE GOODS, TOTAL	1.7-2.9	2.4	0.5-1.8	0.7	1.4-2.0	1.4	1.1-2.0	1.4	0.2-0.5	0.3	0.7-1.9	1.0
Motor vehicles, automotive equipment, total	6-12	8	1-8	3	4-9	6	4-7	4	0.7-2.2	1.2	2-7	2
Automobiles, other motor vehicles	-	-	1-16	3	1-17	12	-	-	1.5-5.9	2.6	2-14	5
Automotive equipment, tires, tubes	4-4	4	1-2	2	3-4	3	4-5	4	0.7-2.0	0.7	2-3	3
Automotive equipment	4-5	5	2-2	2	2-4	4	-	-	0.6-1.9	0.7	2-3	2
Electrical goods, total	2-3	2	1-1	1	2-3	2	2-3	3	0.7-1.1	0.8	2-3	2
Electrical supplies, apparatus	2-3	3	1-2	1	2-3	3	4-5	4	0.3-1.4	0.7	2-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	2-3	3	1-2	2	2-4	3	3-5	4	0.9-1.8	1.1	2-5	3
Appliances, TV, radio sets	3-4	4	2-3	2	2-5	4	-	-	1.1-2.7	1.6	3-6	3
Furniture, home furnishings, total	5-11	6	2-4	2	5-8	6	6-10	6	1.2-2.9	1.4	4-9	7
Furniture-household, office	6-8	7	2-4	2	4-6	5	-	-	0.9-1.4	1.1	3-5	4
Household furniture	-	-	2-4	3	3-6	5	-	-	1.1-1.6	1.3	5-7	6
Office furniture	-	-	2-7	4	8-11	9	-	-	1.1-3.0	1.5	6-9	6
Home furnishings, floor coverings	6-15	8	2-5	3	6-11	8	6-13	6	1.6-3.6	1.8	6-12	8
Hardware, plumbing, heating equipment, supplies, total	3-4	4	1-2	1	2-3	2	3-3	3	0.4-1.0	0.5	1-2	1
Hardware	3-4	3	1-2	1	2-3	2	3-3	3	0.5-0.8	0.6	2-3	2
General-line hardware	3-5	4	1-2	1	1-3	2	-	-	0.3-1.1	0.6	3-4	3
Plumbing and heating equipment, supplies	6-9	7	1-2	2	3-6	4	4-5	4	0.5-2.2	0.8	2-4	2
Air conditioning, refrigeration equipment, supplies	4-6	6	3-6	4	5-8	6	-	-	1.3-2.1	1.5	3-5	4
Lumber, construction materials, total	4-5	4	1-2	2	3-4	3	5-5	5	0.8-1.3	0.9	2-4	3
Lumber, millwork	5-8	6	2-3	2	3-5	4	5-5	5	0.8-2.0	1.3	3-5	4
Construction materials	6-8	8	2-3	2	3-5	5	-	-	0.8-1.6	1.4	4-7	6
Machinery, equipment, supplies, total	2-3	2	2-2	2	2-3	3	2-3	2	0.4-0.7	0.7	2-2	2
Commercial machines, equipment	7-10	8	2-4	3	4-7	7	-	-	0.8-1.9	1.3	3-5	4
Construction machinery, equipment	4-7	5	2-4	3	5-8	6	4-5	5	0.5-2.1	1.1	4-5	4
Industrial machinery, equipment, supplies	3-5	4	2-3	3	4-6	4	3-6	5	0.7-1.3	1.0	3-5	4
Professional equipment, supplies	4-6	5	2-3	2	3-6	6	-	-	0.4-2.5	0.8	3-4	3
Surgical, medical, hospital supplies	7-9	8	2-3	2	5-7	6	-	-	0.4-1.6	0.7	4-7	5
Service-establishment equipment, supplies	4-9	4	2-4	3	4-7	5	-	-	0.7-1.7	1.0	4-7	4
Metals, metalwork (except scrap), total	3-4	4	1-4	2	2-4	3	3-4	3	0.4-1.1	0.6	2-4	2
Iron, steel, and products	3-5	4	1-5	2	4-6	4	4-4	4	0.5-1.3	0.7	2-4	3
Nonferrous metals	5-10	5	2-7	4	3-8	5	-	-	0.5-1.2	0.9	4-6	5
Scrap, waste materials, total	4-5	4	1-3	2	2-4	4	-	-	1.2-2.5	1.7	3-5	5
Iron, steel scrap	4-8	5	2-4	3	3-6	4	-	-	1.3-1.9	1.8	3-8	6
Waste materials	4-6	5	2-4	3	4-7	6	-	-	2.1-5.7	3.4	-	-
Jewelry	-	-	3-6	4	6-9	8	-	-	-	-	-	-
NONDURABLE GOODS, TOTAL	1.1-2.0	1.3	0.6-0.7	0.6	1.1-1.4	1.3	1.6-1.9	1.8	0.2-0.6	0.3	1.1-2.2	1.3
TOTAL (excluding farm products, raw materials)	1.3-2.2	1.4	0.4-0.6	0.6	1.2-1.6	1.3	1.8-2.4	2.1	0.2-0.7	0.3	1.2-2.4	1.5
Groceries and related products, total	2-2	2	0-1	1	1-1	1	2-3	2	0.5-0.8	0.6	1-2	2
General-line groceries	2-3	3	0-1	1	1-2	1	2-3	3	0.4-0.5	0.5	2-2	2
Voluntary groups	-	-	0-1	1	2-3	2	-	-	0.6-1.1	1.0	2-3	3
Retailer cooperatives	-	-	1-1	1	2-4	3	-	-	0.3-0.8	0.4	3-5	3
Nonaffiliated	-	-	1-2	2	4-5	4	-	-	0.6-1.1	1.0	4-5	5
Specialty-line groceries	3-4	4	1-3	2	3-4	4	5-6	5	1.0-2.1	1.3	3-5	4
Confectionery	4-6	5	1-3	2	2-5	3	-	-	0.7-3.7	1.2	3-6	5
Meats, meat products	4-5	4	1-2	1	3-5	4	-	-	2.0-3.7	2.3	5-7	6
Poultry, poultry products	5-6	5	1-3	2	3-4	4	-	-	1.3-2.7	1.9	4-5	5
Fresh fruits, vegetables	4-6	5	1-5	2	3-6	3	-	-	0.8-1.9	1.4	3-6	4
Beer, wine, distilled alcoholic beverages, total	2-2	2	1-2	1	1-2	2	3-4	4	0.9-1.3	1.1	2-3	3
Beer	4-4	4	1-2	1	3-3	3	4-6	5	1.6-2.4	1.9	3-5	4
Wine, distilled spirits	3-4	4	1-2	2	2-3	3	4-5	5	0.9-1.8	1.1	2-4	3
Drugs, chemicals, allied products, total	3-4	4	1-4	2	2-4	3	3-5	4	0.4-1.3	0.9	2-4	3
Drugs, drug proprietaries, druggists' sundries	4-5	4	1-6	2	3-4	3	4-7	6	0.5-1.6	0.8	2-5	4
General-line drugs	3-3	3	0-1	1	1-3	1	-	-	0.4-0.6	0.5	1-3	2
Paints, varnishes	5-6	5	2-3	2	2-5	4	-	-	0.6-2.5	1.3	3-6	5
Other chemicals, allied products	6-7	7	1-3	3	5-10	6	-	-	0.6-3.0	1.6	4-5	4
Tobacco, tobacco products	2-3	3	1-1	1	2-2	2	-	-	0.6-1.2	0.7	2-3	3
Dry goods, apparel, total	4-6	5	2-3	2	4-6	5	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	8-11	9	2-5	4	6-10	8	-	-	-	-	-	-
Dry goods, notions	5-8	7	2-6	3	5-9	5	-	-	-	-	-	-
Piece goods converters	-	-	2-5	3	4-7	5	-	-	-	-	-	-
Paper, paper products, excluding wallpaper, total	2-3	2	1-9	1	1-2	2	4-4	4	0.3-0.9	0.8	1-3	2
Paper	2-3	3	1-2	1	2-3	3	2-4	3	0.4-1.2	0.6	1-3	2
Stationery, office supplies	4-6	4	1-3	2	4-5	5	-	-	0.7-2.2	1.0	3-6	4
Farm products (raw materials), total	5-7	6	2-4	3	3-4	4	-	-	0.7-1.4	0.9	1-3	2
Cotton	-	-	4-19	6	7-12	10	-	-	1.1-5.3	2.9	-	-
Grain	4-8	6	2-4	2	3-5	4	-	-	1.0-3.0	1.7	-	-
Other nondurable goods, total	4-8	5	2-2	2	3-6	4	-	-	0.6-1.0	0.7	2-4	3
Amusement, sporting goods	-	9	4-5	4	5-9	7	-	-	1.0-2.0	1.6	4-6	5
Books, magazines, newspapers	4-5	4	1-3	2	2-6	4	-	-	0.5-2.7	0.7	3-6	5
Coal	-	-	1-5	3	3-8	3	-	-	0.8-2.3	1.6	3-7	5
Farm supplies	-	7	2-6	4	7-11	9	-	-	1.1-3.1	2.3	4-15	11

Note: The range of sampling error of the monthly dollar estimates for sales and inventories is based on data for February, May, August, and November 1971 and February 1972. The range of sampling error of the ratio of current month to-- for sales and inventories is based on data for March, June, September, and December 1971 and March 1972.

Description of Kinds of Business

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual, and its supplement issued in 1963, and used in the 1963 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

DURABLE GOODS

Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires, and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling stations and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5063).--Establishments primarily in the wholesale distribution of electrical power equipment for the generation, transmission, or utilization of electric energy; and electrical construction materials for outside power transmission lines and for electrical systems. This industry does not include establishments primarily engaged in the wholesale distribution of radios, television sets, electric refrigerators, and other household electrical appliances which are classified in "Electrical Appliances, TV, Radio Sets" (SIC 5064). Construction contractors primarily engaged in installing electrical systems and equipment from their own stock are not included.

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). In this trade, manufacturers' branch houses primarily engaged in selling appliances, TV and radio sets to retailers and builders are classified as merchant wholesalers. Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting equipment, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

Furniture, Home Furnishings (SIC 5097)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses, and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in selling antiques; china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air-conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air-conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units which are classified in "electrical appliances, TV, radio sets" (SIC 5064).

Lumber, Construction Materials (SIC 5098)

Lumber, millwork (part of SIC 5098).--Establishments with or without yards primarily engaged in the wholesale distribution of rough, dressed and finished lumber (but not timber); plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in marketing such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

Machinery, Equipment, Supplies
(SIC 508)

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the marketing of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the marketing of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the marketing of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the distribution of mechanical devices and other equipment and supplies used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the marketing of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairs, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

Metals, Metalwork (except scrap)
(Part of SIC 5091)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc. Metals service centers (marketing warehouses) of companies operating steel works and rolling mills are also included in this classification, but their sales offices without warehouses are excluded.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals. Metals service centers (marketing warehouses) of companies operating in the primary nonferrous metal industries are also included in this classification, but their sales offices without warehouses are excluded.

Scrap and Waste Materials
(SIC 5093)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting, and marketing of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of secondhand parts at retail are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in assembling and marketing such materials as nonferrous scrap (but not smelting, except for pot-melting of lead); a wide variety of scrap materials; or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

Jewelry
(Part of SIC 5099)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including stones and metals, costume jewelry, clocks, silverware, etc.

NONDURABLE GOODS

Groceries and Related Products
(SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream, and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling, and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045).--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

Beer, Wines, Distilled Alcoholic Beverages
(SIC 5095)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids. State-operated wholesale establishments are included.

Drugs, Chemicals, Allied Products
(SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022).--Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, durggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

Tobacco
(SIC 5094)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in "Miscellaneous farm products" (part of SIC 5051).

Dry Goods, Apparel
(SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

Paper, Paper Products, Except Wallpaper
(SIC 5096)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of

commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc.; social stationery, including envelopes; and greeting cards.

Farm Products--Raw Materials
(SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in marketing raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in marketing corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505) (not shown separately).--Establishments primarily engaged in marketing of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

Other Nondurable Goods
(Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billiard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; ammunition and fireworks; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099)(not shown separately).--Establishments primarily engaged in wholesale distribution of:

Gifts, art goods, including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products (except lumber); saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

AMERICAN REVOLUTION BICENTENNIAL 1776-1976

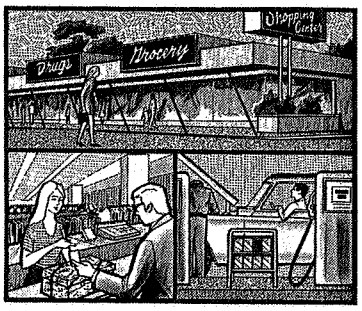
UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
Washington, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND
FEES PAID
U.S. GOVERNMENT
PRINTING OFFICE
375

U.S.MAIL



CURRENT BUSINESS REPORTS

Monthly Retail Trade

SALES AND ACCOUNTS RECEIVABLE

Issued: April 1974

BR-74-2

February 1974

Sales

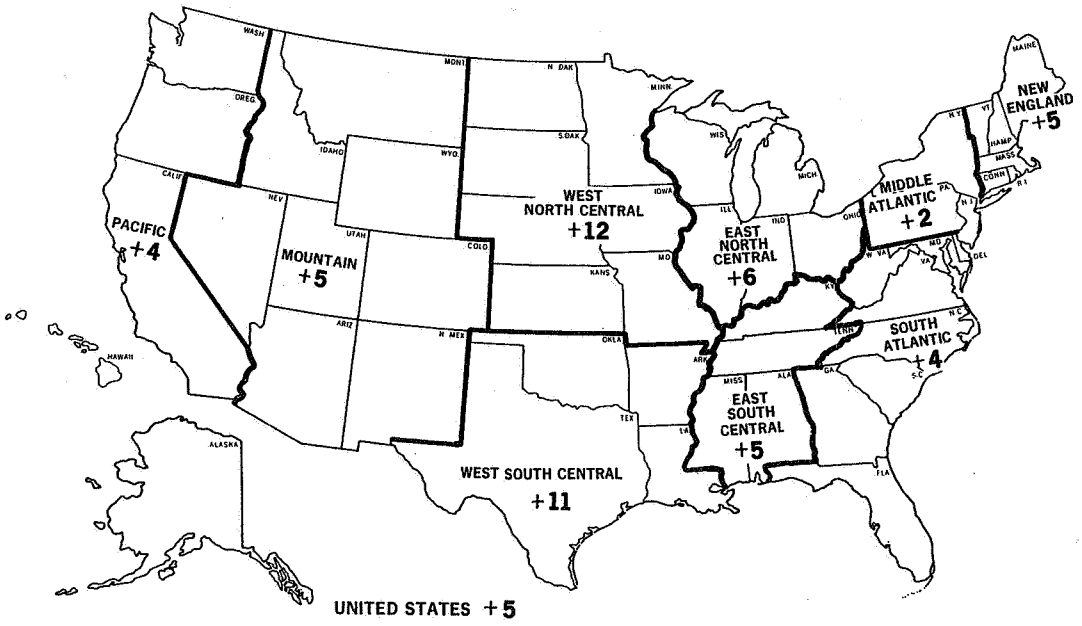
Total sales of all retail stores in the United States for February 1974 were estimated at $36.6 billion. After adjustment for seasonal variation and trading day differences but not for price changes, total retail sales for February were $43.0 billion. This adjusted figure was virtually unchanged from January 1974, but was 4 percent above February 1973. The adjusted December-through-February average sales were virtually unchanged from the prior 3 months but increased 6 percent over the comparable period a year ago.

Adjusted sales of durable goods stores were about 2 percent below January 1974 and 8 percent below February 1973. In comparison with February 1973, adjusted sales in the durable goods stores category were as follows: the building materials, hardware, farm equipment group, up 5 percent; the furniture and appliance group, up 3 percent; and the automotive group, down 16 percent.

Adjusted sales of nondurable goods stores increased about 1 percent from January 1974 and 11 percent from February 1973. The year-to-year advance for these stores was led by the food group, up 14 percent; followed by the eating and drinking group, up 9 percent; the general merchandise group, up 7 percent; and the apparel group, up 3 percent.

Percent Change in Sales of Retail Stores by Geographic Division: First 2 Months 1974 from 1973

(Based on data NOT ADJUSTED for seasonal variations, holiday or trading day differences)



U.S. DEPARTMENT OF COMMERCE Social and Economic Statistics Administration BUREAU OF THE CENSUS

U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

Data on the retail trade, published in the Weekly Retail Sales Report, Advance Monthly Retail Sales Report, the Monthly Retail Trade Report, and the Annual Retail Trade Report are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402, at $30.10 per year. Add $7.55 for each subscription to a foreign address. Single copies of the Monthly Retail Trade Report are available from Publications Distribution Section, Social and Economic Statistics Administration, Washington, D.C., 20233 at 40 cents each.

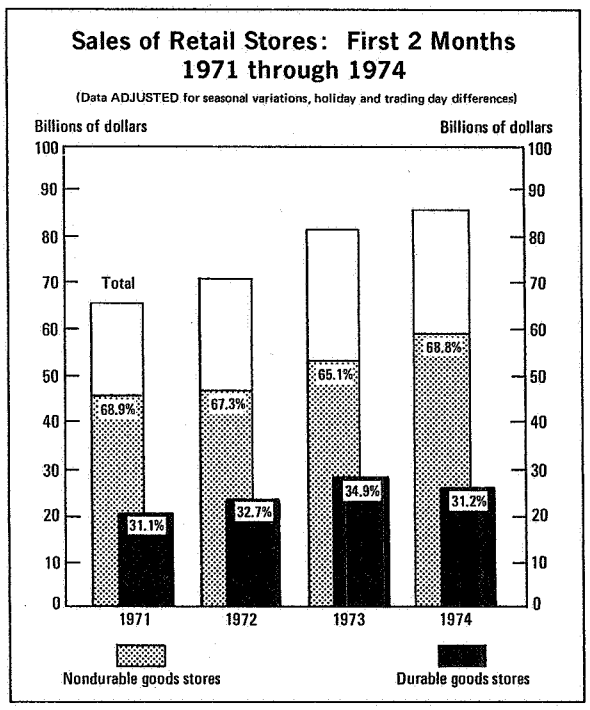
Based on unadjusted data, the four regions of the United States had total sales of all retail stores for February 1974 and year-ago comparisons as follows: the Northeastern States--$8.2 billion, up 2 percent; the North Central States--$10.4 billion, up 7 percent; the South--$11.3 billion, up 5 percent; the West--$6.7 billion, up 4 percent.

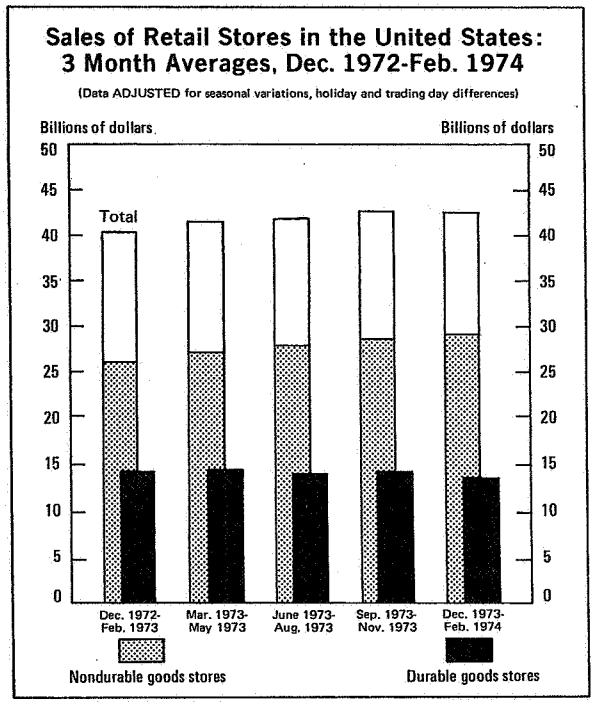
In the five largest standard metropolitan statistical areas, total unadjusted sales for all retail stores in February 1974 and comparisons with February 1973 were as follows: Chicago--$1.4 billion, up 5 percent; Detroit--$0.7 billion, up 1 percent; Los Angeles--$1.3 billion, up 1 percent; New York (including Nassau-Suffolk, SMSA)--$1.9 billion, up 3 percent; Philadelphia--$0.8 billion, down 3 percent.

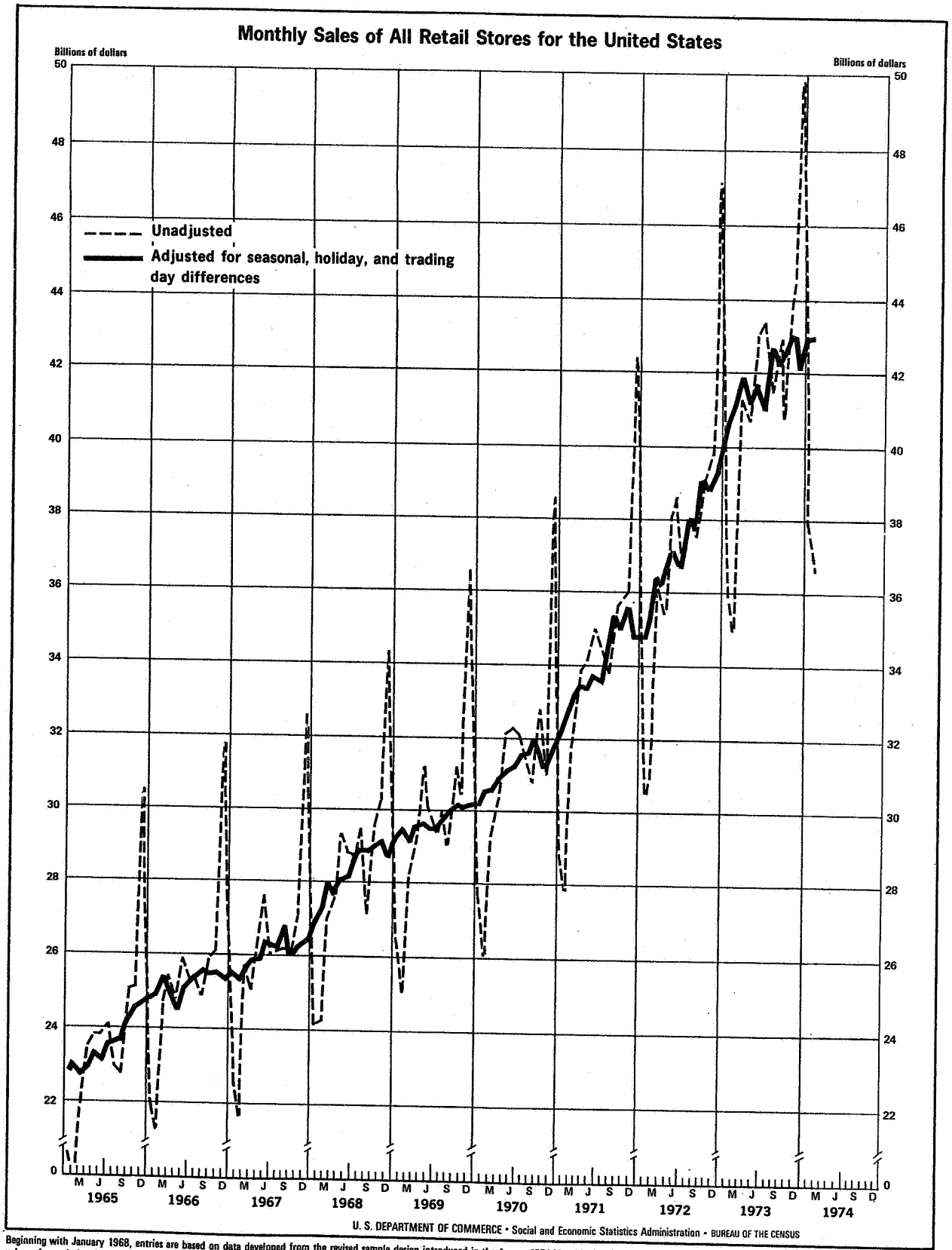
Accounts Receivable

Retail stores in the United States reported $25.8 billion in total accounts receivable balances owed by customers as of February 28, 1974. This figure represents $15.8 billion for installment accounts and $10.0 billion for charge accounts.

After adjustment for seasonal variations and holiday differences but not for price changes, total February accounts receivable balances increased about 2 percent above January 1974 and 9 percent above February 1973. February installment account balances and charge account balances each increased 2 percent from the previous month. Compared with February 1973, installment account balances increased 10 percent and charge account balances increased 7 percent.







Beginning with January 1968, entries are based on data developed from the revised sample design introduced in the August 1971 Monthly Retail Trade Report. Because the sample revision had little effect on total retail sales volume for periods prior to 1968, back month entries are not revised but are carried as initially issued.

Table 1. Estimated Monthly Retail Sales--United States, by Kind of Business

(Millions of dollars)

Kind of business	1974		1973											Total 2 months	
	Jan.	Feb.[1]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1974	1973
Data NOT ADJUSTED for seasonal variations, holiday or trading day differences															
Retail stores, total	37,923	36,594	34,977	41,309	40,686	43,178	43,586	41,665	43,135	40,916	43,721	44,552	49,824	74,517	70,745
Total (excluding automotive group)	31,453	30,233	27,365	31,935	31,697	33,750	34,344	32,958	34,616	33,073	34,739	36,469	43,446	61,686	55.629
Durable goods stores, total	11,477	11,269	12,284	14,853	14,535	15,465	15,410	14,518	14,654	13,718	15,171	14,104	13,409	22,746	24.438
Nondurable goods stores, total	26,446	25,325	22,693	26,456	26,151	27,713	28,176	27,147	28,481	27,198	28,550	30,448	36,415	51,771	46,307
Food group	9,145	8,730	7,646	8,792	8,171	8,745	9,135	8,976	9,344	8,859	8,929	9,207	9,932	17.875	15,641
Grocery stores	8,528	8,129	7,106	8,202	7,579	8,139	8,512	8,345	8,687	8,242	8,302	8,596	9,214	16,657	14.574
Meat and fish (seafood) markets	223	215	204	224	217	227	222	227	234	214	223	217	248	438	408
Bakery products stores	112	111	107	118	110	117	119	107	126	127	128	119	126	223	211
Eating and drinking places	2,995	2,860	2,623	2,975	2,950	3,238	3,353	3,359	3,556	3,339	3,341	3,204	3,272	5.855	5,338
Eating places	2,400	2,296	2,046	2,343	2,348	2,590	2,689	2,712	2,907	2,696	2,690	2,573	2,618	4,696	4.163
Restaurants, cafeterias, lunchrooms	1,920	1,845	1,636	1,877	1,831	2,024	2,082	2,130	2,270	2,099	2,067	2,030	2,063	3,765	3,314
Drinking places	595	564	577	632	602	647	664	647	649	643	651	631	654	1.159	1,175
General merchandise group with nonstores[2]	5,511	5,309	4,933	6,307	6,467	6,713	6,771	6,269	6,915	6,594	7,172	8,543	11,618	10,820	9,932
General merchandise group without nonstores[2] (except department stores mail order)	5,037	4,812	4,469	5,776	5,975	6,194	6,284	5,799	6,391	6,072	6,555	7,886	11,063	9,849	9,041
Department stores and dry goods, general merchandise stores	4,183	3,913	3,627	4,702	4,905	5,127	5,245	4,795	5,261	5,028	5,334	6,382	9,163	8,096	7,400
Department stores	3,369	3,153	2,976	3,868	4,055	4,229	4,308	3,910	4,286	4,142	4,396	5,297	7,734	6,522	6,067
Variety stores	519	518	481	601	645	648	669	603	677	630	665	790	1,326	1.037	958
Mail order houses (department stores merchandise)[3]	341	381	340	473	425	419	370	401	453	414	556	714	574	722	640
Apparel group	1,700	1,515	1,460	1,829	2,007	1,908	1,975	1,740	1,931	1,974	2,030	2,214	3,386	3,215	3,068
Men's, boys' wear stores[4]	409	359	339	399	440	448	472	397	411	412	448	523	896	768	763
Men's, boys' clothing, furnishings stores	403	353	334	394	435	441	464	392	408	408	442	518	886	756	753
Women's apparel, accessory stores[5]	636	575	585	712	743	738	756	677	698	747	783	842	1,243	1,211	1,180
Women's ready-to-wear stores	542	483	507	622	645	638	644	572	593	633	664	706	1,040	1,025	1.019
Family clothing stores	280	254	240	309	339	332	334	300	351	333	352	388	619	534	497
Shoe stores	292	251	247	342	408	324	345	299	378	401	365	361	476	543	530
Furniture and appliance group	1,928	1,841	1,754	1,927	1,856	1,953	2,032	1,940	2,047	1,972	2,049	2,159	2,552	3,769	3,543
Furniture, home furnishings stores	1,123	1,085	1,058	1,158	1,137	1,214	1,228	1,179	1,229	1,142	1,238	1,293	1,370	2,208	2,102
Furniture stores	814	775	753	839	831	885	884	876	920	845	892	928	1,016	1.589	1,523
Household appliance, TV, radio stores	654	610	563	610	578	602	670	634	680	678	660	699	935	1,264	1,158
Household appliance dealers	435	403	363	395	377	403	454	418	444	443	438	438	576	838	738
Building materials, hardware, farm equipment group	2,014	2,059	1,945	2,448	2,566	2,847	2,919	2,738	2,869	2,740	2,935	2,565	2,486	4,073	3,821
Building materials and hardware, total[6]	1,453	1,477	1,470	1,746	1,861	2,098	2,185	2,080	2,180	1,937	2,068	1,912	1,771	2,930	2,928
Lumber and other bldg. materials dealers[6]	1,150	1,176	1,198	1,417	1,487	1,656	1,704	1,668	1,770	1,536	1,645	1,497	1,283	2,326	2,386
Hardware stores	303	301	272	329	374	442	481	412	410	401	423	415	488	604	542
Automotive group	6,470	6,361	7,612	9,374	8,989	9,428	9,242	8,707	8,519	7,843	8,982	8,083	6,378	12,831	15.116
Passenger car, other automotive dealers	5,917	5,835	7,143	8,761	8,347	8,744	8,522	8,016	7,809	7,188	8,258	7,342	5,619	11.752	14,162
Passenger car dealers[7]	5,459	5,326	6,616	7,977	7,525	7,839	7,689	7,247	7,076	6,573	7,634	6,854	5,195	10,785	13.168
Passenger car dealers (franchised)	5,091	4,976	6,114	7,390	6,942	7,229	7,124	6,742	6,536	6,089	7,131	6,407	4,821	10,067	12,209
Tire, battery, accessory dealers	553	526	469	614	642	684	720	691	710	656	724	741	759	1,079	954
Gasoline, service stations	2,793	2,665	2,474	2,773	2,808	2,947	3,008	3,088	3,023	2,837	2,981	2,996	2,908	5,458	5,063
Drug and proprietary stores	1,267	1,247	1,151	1,222	1,219	1,281	1,300	1,240	1,303	1,226	1,300	1,286	1,741	2,514	2,356
Liquor stores	740	709	667	740	718	789	825	826	819	759	784	823	1,160	1,449	1,359
Data ADJUSTED for seasonal variations, holiday and trading day differences															
Retail stores, total	42,932	43,034	41,242	41,979	41,185	41,723	41,167	42,767	42,355	42,529	42,970	42,976	42,116	85,966	81,949
Total (excluding automotive group)	35,458	35,832	32,667	33,210	32,630	33,220	33,224	34,113	33,710	34,072	34,488	34,793	34,716	71,290	64,867
Durable goods stores, total	13,525	13,290	14,405	14,612	14,339	14,299	13,731	14,409	14,481	14,267	14,331	14,090	13,270	26,815	28.639
Nondurable goods stores, total	29,407	29,744	26,837	27,367	26,846	27,424	27,436	28,358	27,874	28,262	28,639	28,886	28,846	59,151	53,310
Food group	9,551	9,612	8,409	8,431	8,616	8,665	8,598	9,128	8,964	8,992	9,194	9,135	9,264	19,163	16.885
Grocery stores	8,874	8,943	7,800	7,834	8,012	8,074	8,000	8,507	8,345	8,376	8,568	8,511	8,603	17,817	15,694
Eating and drinking places	3,331	3,333	3,057	3,089	3,060	3,096	3,085	3,122	3,158	3,261	3,308	3,331	3,387	6,664	6,114
General merchandise group with nonstores[2]	7,234	7,221	6,753	7,137	6,696	6,917	6,939	7,051	6,923	6,989	6,995	7,213	7,002	14,455	13,343
General merchandise group without nonstores[2] (except department stores mail order)	6,666	6,663	6,223	6,621	6,166	6,386	6,430	6,538	6,402	6,486	6,461	6,661	6,464	13,329	12,318
Department stores	4,456	4,460	4,233	4,461	4,189	4,346	4,352	4,423	4,351	4,406	4,357	4,485	4,445	8,916	8,354
Variety stores	738	709	661	715	635	667	686	684	682	689	696	726	690	1,447	1,342
Mail order houses (department stores merchandise)[3]	470	485	429	489	452	453	450	486	442	468	482	473	403	955	841
Apparel group	2,053	2,072	2,012	2,175	1,878	1,962	1,997	2,028	1,967	2,042	2,019	2,006	2,051	4,125	3,961
Men's, boys' wear stores[4]	456	497	471	506	444	456	463	469	450	462	462	463	480	953	947
Women's apparel, accessory stores[5]	785	763	788	825	706	753	780	788	730	764	751	761	776	1,548	1,529
Shoe stores	357	352	348	397	339	335	338	349	352	371	371	339	346	709	697
Furniture and appliance group	2,058	2,073	2,021	2,014	2,024	1,995	2,006	2,000	2,025	2,063	2,005	2,046	1,975	4,131	3,983
Furniture, home furnishings stores	1,211	1,241	1,215	1,184	1,208	1,203	1,181	1,217	1,189	1,214	1,195	1,204	1,165	2,452	2,360
Household appliances, TV, radio stores	672	704	659	659	658	635	675	637	685	686	661	672	668	1,376	1,299
Building materials, hardware, farm equipment group	2,716	2,764	2,625	2,614	2,518	2,560	2,572	2,551	2,582	2,529	2,609	2,617	2,661	5,480	5,210
Lumber and other bldg. materials dealers[6]	1,447	1,515	1,556	1,547	1,508	1,546	1,520	1,515	1,503	1,428	1,460	1,484	1,450	2,962	3,101
Hardware stores	411	419	381	389	388	393	426	379	391	408	407	406	385	830	751
Automotive group	7,474	7,202	8,575	8,769	8,555	8,503	7,943	8,654	8,645	8,457	8,482	8,183	7,400	14,676	17.082
Passenger car, other automotive dealers	6,786	6,512	7,945	8,127	7,927	7,870	7,328	7,992	7,968	7,771	7,769	7,492	6,681	13,298	15.849
Tire, battery, accessory dealers	688	690	630	642	628	633	615	662	677	686	713	691	719	1,378	1.233
Gasoline service stations	2,952	3,028	2,821	2,821	2,868	2,884	2,843	2,908	2,836	2,880	2,951	2,966	2,902	5,980	5,535
Drug and proprietary stores	1,323	1,361	1,254	1,241	1,280	1,291	1,314	1,305	1,298	1,278	1,332	1,322	1,297	2,684	2,500
Liquor stores	820	838	795	779	783	799	807	817	810	807	811	793	839	1,658	1,554

Note: Sampling variabilities for unadjusted data are shown in table 13. U.S. and group totals include kinds of business not shown separately.

[1]Preliminary estimates. [2]Nonstores are establishments primarily selling merchandise through coin-operated vending machines, by house-to-house canvass, and from mail order. [3]Includes sales made by mail order catalogue desks located within department stores of mail order firms. [4]Includes men's, boys' clothing; furnishings stores; and customs tailors. [5]Includes women's ready-to-wear, accessory stores, specialty shops, furries, and other women's apparel stores. [6]Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores. [7]Includes both franchised and nonfranchised car dealers.

Table 2. Percent Change in Sales of All Retail Stores--United States, by Kind of Business

Kind of business	Percent change in sales--all retail stores: February 1974 from-- February 1973	February 1974 from-- January 1974	2 months 1974 from 2 months 1973
Based on data NOT ADJUSTED for seasonal variations, holiday or trading day differences			
Retail stores, total	+5	-4	+5
Total (excluding automotive group)	+10	-4	+11
Durable goods stores, total	-8	-2	-7
Nondurable goods stores, total	+12	-4	+12
Food group	+14	-5	+14
Grocery stores	+14	-5	+14
Meat and fish (seafood) markets	+5	-4	+7
Fruit stores, vegetable markets*	+18	-10	+32
Candy, nut, confectionery stores*	+9	+25	+11
Bakery products stores	+4	-1	+6
Eating and drinking places	+9	-5	+10
Eating places	+12	-4	+13
Restaurants, cafeterias, lunchrooms	+13	-4	+14
Drinking places	-2	-5	-1
General merchandise group with nonstores[2]	+8	-4	+9
General merchandise group without nonstores[2] (except department stores mail order)	+8	-4	+9
Department stores and dry goods, general merchandise stores	+8	-6	+9
Department stores	+6	-6	+7
Variety stores	+8	0	+8
Mail order houses (department store merchandise)[3]	+12	+12	+13
Apparel group	+4	-11	+5
Men's boys' clothing, furnishings stores	+6	-12	0
Women's ready-to-wear stores	-5	-11	+1
Family clothing stores	+6	-9	+7
Women's apparel, accessory, specialty stores*	+25	+5	+21
Shoe stores	+2	-14	+2
Furniture and appliance group	+5	-5	+6
Furniture stores	+3	-5	+4
Floor coverings stores*	+3	+1	+10
Household appliance, TV, radio stores	+8	-7	+9
Household appliance dealers	+11	-7	+14
TV, radio, stores*	+4	-5	+1
Music stores*	+9	-4	+5
Building materials, hardware, farm equip. group	+6	+2	+7
Lumber and other building materials dealers[6]	-2	+2	-3
Paint, glass, wall paper stores*	+17	-1	+19
Heating and plumbing equipment dealers*	-4	+5	-9
Hardware stores	+11	-1	+11
Farm equipment dealers*	+23	+4	+28
Automotive group	-16	-2	-15
Passenger car dealers	-19	-2	-18
Passenger car dealers (franchised)	-19	-2	-18
Tire, battery, accessory dealers	+12	-5	+13
Gasoline service stations	+8	-5	+8
Fuel and ice dealers*	+27	-6	+25
Fuel and ice dealers, except fuel oil*	+13	-9	+10
Fuel oil dealers*	+36	-5	+36
Drug and proprietary stores	+8	-2	+7
Liquor stores	+6	-4	+7
Jewelry stores*	+14	+3	+15
Florists*	+12	+10	+13
Book stores*	+31	-34	+34
Stationery stores*	0	-12	+8
Camera, photographic supplies stores*	+11	-5	+15
Optical goods stores*	+15	-2	+16
Based on data ADJUSTED for seasonal variations, holiday and trading day differences			
Retail stores, total	+4	0	+5
Total (excluding automotive group)	+10	+1	+10
Durable goods stores, total	-8	-2	-6
Nondurable goods stores, total	+11	+1	+11
Food group	+14	+1	+13
Grocery stores	+15	+1	+14
Eating and drinking places	+9	0	+9
General merchandise group with nonstores[2]	+7	0	+8
General merchandise group without nonstores[2] (except department stores mail order)	+7	0	+8
Department stores	+5	0	+7
Variety stores	+7	-4	+8
Mail order houses (department store merchandise)[3]	+13	+3	+14
Apparel group	+3	+1	+4
Men's boys' wear stores[4]	+6	+9	+1
Women's apparel, accessory stores[5]	-3	-3	+1
Shoe stores	+1	-1	+2
Furniture and appliance group	+3	+1	+4
Furniture, home furnishings stores	+2	+2	+4
Household appliance, TV, radio stores	+7	+5	+6
Building materials, hardware, farm equip. group	+5	+2	+5
Lumber and other building materials dealers[6]	-3	+5	-4
Hardware stores	+10	+2	+11
Automotive group	-16	-4	-14
Passenger car and other automotive dealers[7]	-18	-4	-16
Tire, battery, accessory dealers	+10	0	+12
Gasoline service stations	+7	+3	+8
Drug and proprietary stores	+9	+3	+7
Liquor stores	+5	+2	+7

Note: Sampling variabilities, based on unadjusted data, shown in table 13, for kinds of business without an asterisk. For kinds of business with an asterisk, see table 14.

*See Explanatory Materials, pages 25 and 26. See footnotes on table 1.

Table 2A. Total Retail Sales--Month-to-Month and Long Term Percent Changes

(Based on seasonally adjusted data)

Item	Month-to-month: February / January	January / December	December / November	Average monthly rates of changes: February 1974 / November 1973 (3-month span)	February 1974 / August 1973 (6-month span)	February 1974 / February 1973 (12-month span)
United States, total	0	+2	-2	0	0	0
Durable goods stores, total	-2	+2	-6	-2	-1	-1
Nondurable goods stores, total	+1	+2	0	+1	+1	+1

Table 3. Estimated Monthly Retail Sales of Stores of Firms Operating 11 or More Retail Stores--United States, by Kind of Business

(Millions of dollars)

Kind of business	1974		1973												Total 2 months	
	Jan.	Feb.[1]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1974	1973
	Data NOT ADJUSTED for seasonal variations, holiday or trading day differences														
United States, total	11,656	11,216	10,162	12,377	12,119	12,653	12,945	12,214	13,008	12,447	13,181	14,653	18,305	22,872	20,644
Durable goods stores, total	692	673	643	775	791	843	856	803	842	796	839	808	935	1,365	1,318
Nondurable goods stores, total	10,964	10,543	9,519	11,602	11,328	11,810	12,089	11,411	12,166	11,651	12,342	13,845	17,370	21,507	19,326
Food group	4,894	4,675	4,087	4,766	4,299	4,576	4,776	4,642	4,824	4,606	4,727	4,990	5,281	9,569	8,378
Grocery stores[2]	4,835	4,614	4,032	4,719	4,235	4,524	4,723	4,586	4,762	4,547	4,665	4,933	5,196	9,449	8,275
Eating and drinking places	231	222	222	263	263	277	286	286	305	279	265	265	254	453	450
General merchandise group with nonstores[3]	4,254	4,137	3,830	4,964	5,075	5,268	5,322	4,930	5,426	5,158	5,634	6,749	9,335	8,391	7,708
General merchandise group without nonstores[3] (except department stores mail order)	4,035	3,879	3,609	4,686	4,836	5,005	5,077	4,696	5,172	4,907	5,313	6,422	9,068	7,914	7,289
Department stores and dry goods, general merchandise stores	3,306	3,107	2,909	3,787	3,932	4,095	4,188	3,830	4,197	4,008	4,255	5,092	7,427	6,413	5,926
Department stores	2,993	2,806	2,644	3,451	3,601	3,745	3,831	3,482	3,819	3,670	3,900	4,678	6,823	5,799	5,380
Variety stores	409	411	378	476	518	518	543	487	542	509	542	652	1,086	820	754
Apparel group	413	370	383	520	610	524	544	451	529	555	545	591	912	783	788
Men's boys' wear stores[4]	47	42	40	56	64	63	66	45	49	54	63	77	119	89	93
Women's apparel, accessory stores[5]	146	133	152	193	215	200	200	172	186	192	193	213	336	279	293
Women's ready-to-wear stores	129	116	135	169	187	175	174	147	161	167	170	186	292	245	259
Shoe stores	123	108	112	147	191	144	162	139	168	185	157	156	224	231	235
Furniture and appliance group	190	172	154	178	167	159	178	166	169	174	169	176	235	362	314
Tire, battery, accessory dealers	142	133	134	180	192	189	202	197	200	176	204	193	202	275	275
Drug and proprietary stores	469	459	407	440	445	479	498	471	494	465	493	494	751	928	827
Liquor stores	170	163	165	175	163	181	186	177	171	167	187	197	290	333	328
	Data ADJUSTED for seasonal variations, holiday and trading day differences														
United States, total	13,716	13,734	12,503	12,814	12,524	12,730	12,634	13,161	12,812	13,024	13,332	13,332	13,222	27,450	24,980
Grocery stores	5,073	5,015	4,335	4,369	4,525	4,533	4,406	4,848	4,592	4,712	4,870	4,743	4,829	10,088	8,815
Eating and drinking places	256	261	260	270	258	262	263	255	274	282	280	289	257	517	512
General merchandise group with nonstores[3]	5,678	5,728	5,331	5,565	5,252	5,426	5,450	5,490	5,454	5,471	5,573	5,674	5,511	11,406	10,573
General merchandise group without nonstores[3] (except department stores mail order)	5,391	5,426	5,076	5,303	4,991	5,158	5,198	5,236	5,196	5,234	5,309	5,405	5,265	10,817	10,062
Department stores	3,969	3,986	3,772	3,922	3,720	3,841	3,850	3,865	3,846	3,875	3,939	3,998	3,942	7,955	7,464
Variety stores	588	570	525	557	518	533	560	558	553	561	566	600	545	1,158	1,071
Apparel group	555	559	574	616	548	538	544	554	522	556	538	530	535	1,114	1,118
Men's boys' wear stores[4]	56	68	59	72	63	64	62	59	57	60	63	65	61	124	123
Women's apparel, accessory stores[5]	211	198	226	224	202	208	204	210	185	198	182	190	187	409	423
Shoe stores	164	159	168	173	157	148	157	173	154	165	162	145	154	323	334
Tire, battery, accessory dealers	183	183	184	190	184	174	172	191	189	190	204	181	172	366	369
Drug and proprietary stores	519	532	472	454	483	480	507	495	487	499	511	503	500	1,051	933

[1]Preliminary estimates.
[2]February 1974 weekly sales (in millions of dollars) were as follows: For week ending February 9 - $1,213; February 16 - $1,117; February 23 - $1,116; March 2 - $1,174.
[3]See footnote 2 on table 1.
[4]Includes men's, boys' clothing; furnishings stores; and custom tailors.
[5]Includes women's ready-to-wear, accessory stores, specialty shops, furriers and other women's apparel stores.

Table 3A. Percent Change in Sales of Firms Operating 11 or More Retail Stores--United States, by Kind of Business

Kind of business	Percent change in sales--11 or more retail stores: February 1974 from-- February 1973	February 1974 from-- January 1974	2 months 1974 from 2 months 1973
Data NOT ADJUSTED for seasonal, holiday and trading day differences			
United States, total	+10	-4	+11
Durable goods stores, total	+5	-3	+4
Nondurable goods stores, total	+11	-4	+11
Food group	+14	-4	+14
Grocery stores	+14	-5	+14
Eating and drinking places	0	-4	+1
General merchandise group with nonstores[1]	+8	-3	+9
General merchandise group without nonstores[1] (except department stores mail order)	+7	-4	+9
Department stores and dry goods, general merchandise stores	+7	-6	+8
Department stores	+6	-6	+8
Variety stores	+9	0	+9
Apparel group	-3	-10	-1
Men's boys' wear stores	+5	-11	-4
Women's apparel, accessory stores	-12	-9	-5
Women's ready-to-wear stores	-14	-10	-5
Shoe stores	-4	-12	-2
Furniture and appliance group	+12	-9	+15
Tire, battery, accessory dealers	-1	-6	0
Drug and proprietary stores	+13	-2	+12
Liquor stores	-1	-4	+2
Data ADJUSTED for seasonal, holiday and trading day differences			
United States, total	+10	0	+10
Grocery stores	+16	-1	+14
Eating and drinking places	0	+2	+1
General merchandise group with nonstores[1]	+7	+1	+8
General merchandise group without nonstores[1] (except department stores mail order)	+7	+1	+8
Department stores	+6	0	+7
Variety stores	+9	-3	+8
Apparel group	-3	+1	0
Men's boys' wear stores	+15	+21	+1
Women's apparel, accessory stores	-13	-8	-8
Shoe stores	-5	-3	-3
Tire, battery, accessory dealers	-1	0	-1
Drug and proprietary stores	+13	+3	+13

[1]See footnote 2 on table 1.

Table 4. Estimated Monthly Sales of All Retail Stores by Region and Kind of Business

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations, holiday or trading day differences)

Region and kind of business	1974		1973											Percent change		
														Feb. 1974 from--		2 mos. 1974 from 2 mos. 1973
	Jan.	Feb.[1]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1973	Jan. 1974	
THE NORTHEASTERN STATES																
TOTAL	8,673	8,158	8,019	9,400	9,272	9,687	9,830	9,222	9,462	9,162	9,690	10,181	11,374	+2	-6	+3
Durable goods stores, total	2,221	2,066	2,431	2,981	2,946	3,070	3,066	2,874	2,800	2,576	2,898	2,896	2,584	-15	-7	-13
Nondurable goods stores, total	6,452	6,092	5,588	6,419	6,326	6,617	6,764	6,348	6,662	6,586	6,792	7,375	8,790	+9	-6	+10
Food group	2,321	2,234	1,969	2,253	2,067	2,224	2,297	2,218	2,337	2,276	2,273	2,319	2,537	+13	-4	+14
Grocery stores	2,043	1,966	1,730	1,993	1,812	1,965	2,031	1,946	2,056	2,003	1,996	2,044	2,214	+14	-4	+14
Eating and drinking places	698	664	618	722	709	792	816	805	823	761	759	758	758	+7	-5	+7
GAF[2], total	2,133	1,940	1,974	2,393	2,479	2,495	2,601	2,272	2,475	2,559	2,676	3,126	4,156	-2	-9	0
General merchandise group with nonstores[3]	1,219	1,128	1,132	1,421	1,474	1,515	1,571	1,381	1,457	1,526	1,624	1,982	2,643	0	-7	+2
Department stores	781	710	708	903	963	987	1,036	874	939	995	1,036	1,297	1,868	0	-9	+2
Apparel group	463	405	415	503	575	547	572	463	535	617	608	669	962	-2	-16	0
Furniture and appliance group	431	407	427	469	430	433	458	428	443	416	444	475	551	-5	-6	-4
Building materials, hardware, farm equipment group	300	279	307	373	392	432	466	445	453	415	451	414	374	-9	-7	-6
Gasoline service stations	566	546	504	575	568	592	599	625	616	571	593	609	576	+8	-4	+7
Drug and proprietary stores	264	255	238	255	254	267	273	256	263	253	268	255	318	+7	-3	+6
THE NORTH CENTRAL STATES																
TOTAL	10,825	10,396	9,707	11,681	11,571	12,477	12,547	12,064	12,406	11,996	12,937	13,149	14,267	+7	-4	+8
Durable goods stores, total	3,247	3,170	3,381	4,226	4,186	4,453	4,461	4,213	4,220	4,163	4,524	4,157	3,832	-6	-2	-5
Nondurable goods stores, total	7,578	7,226	6,326	7,445	7,385	8,024	8,086	7,851	8,186	7,833	8,413	8,992	10,435	+14	-5	+14
Food group	2,419	2,279	1,953	2,251	2,085	2,270	2,392	2,349	2,441	2,331	2,377	2,443	2,629	+17	-6	+18
Grocery stores	2,283	2,144	1,837	2,126	1,956	2,131	2,245	2,201	2,279	2,178	2,223	2,300	2,467	+17	-6	+18
Eating and drinking places	931	893	782	874	887	974	1,004	1,035	1,128	1,052	1,062	991	1,006	+14	-4	+16
GAF[2], total	2,547	2,419	2,278	2,870	2,942	3,028	3,054	2,829	3,086	3,019	3,251	3,769	4,922	+6	-5	+7
General merchandise group with nonstores[3]	1,590	1,556	1,454	1,881	1,898	1,973	1,993	1,835	2,040	1,964	2,166	2,593	3,331	+7	-2	+8
Department stores	954	902	851	1,125	1,189	1,239	1,275	1,148	1,258	1,216	1,294	1,566	2,223	+6	-5	+6
Apparel group	444	384	381	487	530	513	524	477	495	504	517	579	858	+1	-14	+1
Furniture and appliance group	513	479	443	502	514	542	537	517	551	551	568	597	703	+8	-7	+10
Building materials, hardware, farm equipment group	698	686	623	836	857	972	1,019	968	1,016	1,049	1,107	941	935	+10	-2	+12
Automotive group	1,800	1,793	2,096	2,634	2,558	2,656	2,625	2,466	2,371	2,271	2,567	2,324	1,747	-14	0	-14
Gasoline service stations	835	791	709	797	820	857	866	900	876	828	878	899	886	+12	-5	+11
Drug and proprietary stores	331	327	307	329	326	334	334	330	350	324	340	341	461	+7	-1	+4
THE SOUTH																
TOTAL	11,528	11,298	10,763	12,692	12,404	13,144	13,189	12,764	13,255	12,291	13,186	13,310	15,129	+5	-2	+6
Durable goods stores, total	3,876	3,884	4,148	4,913	4,701	5,081	4,994	4,820	4,920	4,521	5,014	4,650	4,528	-6	0	-5
Nondurable goods stores, total	7,652	7,414	6,635	7,779	7,703	8,063	8,195	7,944	8,335	7,770	8,172	8,660	10,601	+12	-3	+12
Food group	2,777	2,661	2,349	2,701	2,540	2,675	2,805	2,781	2,889	2,697	2,688	2,775	2,988	+13	-4	+14
Grocery stores	2,670	2,553	2,255	2,598	2,429	2,568	2,697	2,668	2,774	2,588	2,582	2,670	2,863	+13	-4	+13
Eating and drinking places	741	686	645	724	718	801	820	807	833	783	788	764	787	+6	-7	+9
GAF[2], total	2,801	2,716	2,427	3,039	3,118	3,171	3,192	3,041	3,321	3,016	3,316	3,824	5,438	+12	-3	+14
General merchandise group with nonstores[3]	1,678	1,652	1,461	1,904	1,964	2,025	1,994	1,901	2,102	1,887	2,106	2,511	3,603	+13	-2	+14
Department stores	956	910	849	1,117	1,150	1,195	1,182	1,118	1,241	1,123	1,228	1,458	2,177	+7	-5	+9
Apparel group	498	462	414	536	577	540	555	513	574	531	582	631	985	+12	-7	+14
Furniture and appliance group	625	602	552	599	577	606	643	627	645	598	628	682	850	+9	-4	+13
Building materials, hardware, farm equipment group	679	728	650	798	828	947	917	848	883	821	897	798	780	+12	+7	+11
Automotive group	2,240	2,225	2,665	3,183	2,962	3,175	3,100	3,018	3,034	2,761	3,153	2,794	2,261	-17	-1	-15
Gasoline service stations	858	826	804	901	919	952	989	981	961	902	944	921	900	+3	-4	+4
Drug and proprietary stores	411	407	365	376	376	397	401	375	397	378	411	407	555	+12	-1	+11
THE WEST																
TOTAL	6,697	6,742	6,468	7,536	7,439	7,870	8,020	7,615	8,012	7,467	7,908	7,912	9,054	+4	-2	+4
Durable goods stores, total	2,133	2,149	2,324	2,733	2,702	2,861	2,889	2,611	2,714	2,458	2,735	2,491	2,465	-8	-1	-7
Nondurable goods stores, total	4,764	4,593	4,144	4,803	4,737	5,009	5,131	5,004	5,298	5,009	5,173	5,421	6,589	+11	-4	+10
Food group	1,628	1,556	1,375	1,587	1,479	1,576	1,641	1,628	1,677	1,555	1,591	1,670	1,778	+13	-4	+11
Grocery stores	1,532	1,466	1,284	1,485	1,382	1,475	1,539	1,530	1,578	1,473	1,501	1,582	1,670	+14	-4	+12
Eating and drinking places	625	617	578	655	636	671	713	712	772	743	732	691	719	+7	-1	+6
GAF[2], total	1,658	1,590	1,468	1,761	1,791	1,880	1,931	1,807	2,011	1,946	2,008	2,197	3,040	+8	-4	+9
General merchandise group with nonstores[3]	1,024	973	886	1,101	1,131	1,200	1,213	1,152	1,276	1,217	1,276	1,457	2,041	+10	-5	+12
Department stores	678	631	568	723	753	808	815	770	848	808	838	976	1,466	+11	-7	+13
Apparel group	275	264	250	303	325	308	324	287	327	322	323	335	551	+6	-4	+5
Furniture and appliance group	359	353	332	357	335	372	394	368	408	407	409	405	448	+6	-2	+5
Gasoline service stations	534	502	457	500	501	546	554	582	570	536	566	567	546	+10	-6	+11
Drug and proprietary stores	261	258	241	262	263	283	292	279	293	271	281	283	407	+7	-1	+4

Note: Estimates are based on a sample. (See sampling variabilities in table 15). Totals include data for kinds of business not shown separately. States in geographic regions are shown on page 34.

[1]Preliminary estimates.

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

[3]See footnote 2 on table 1.

Table 5. Estimated Monthly Sales of All Retail Stores by Geographic Divisions and Kind of Business

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations, holiday or trading day differences)

Geographic division and kind of business	1974		1973											Percent change		
														Feb. 1974 from--		2 mos. 1974 from 2 mos. 1973
	Jan.	Feb.[1]	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1973	Jan. 1974	
New England Division, total	2,199	2,091	1,991	2,375	2,326	2,452	2,497	2,335	2,475	2,361	2,472	2,590	2,909	+5	-5	+5
Durable goods stores	578	556	637	791	793	827	797	734	733	681	743	713	655	-13	-4	-13
Nondurable goods stores	1,621	1,535	1,354	1,584	1,533	1,625	1,700	1,601	1,742	1,680	1,729	1,877	2,254	+13	-5	+14
Food group	549	520	470	549	490	525	557	547	580	546	553	565	617	+11	-5	+12
GAF[2], total	522	471	449	575	583	601	633	563	669	670	691	793	1,042	+5	-10	+6
Gasoline service stations	163	161	126	146	148	163	172	172	178	165	167	165	164	+28	-1	+28
Middle Atlantic Division, total	6,474	6,067	6,028	7,025	6,946	7,235	7,333	6,887	6,987	6,801	7,218	7,591	8,465	+1	-6	+2
Durable goods stores	1,643	1,510	1,794	2,190	2,153	2,243	2,269	2,140	2,067	1,895	2,155	2,093	1,929	-16	-8	-13
Nondurable goods stores	4,831	4,557	4,234	4,835	4,793	4,992	5,064	4,747	4,920	4,906	5,063	5,498	6,536	+8	-6	+8
Eating and drinking places	550	514	488	558	547	615	631	621	639	600	601	593	593	+5	-7	+6
GAF[2], total	1,611	1,469	1,525	1,818	1,896	1,894	1,968	1,709	1,806	1,889	1,985	2,333	3,114	-4	-9	-2
General mdse. group with nonstores[3]	942	873	881	1,078	1,127	1,156	1,189	1,045	1,109	1,150	1,229	1,503	2,021	-1	-7	+2
Apparel group	352	296	324	396	447	417	436	346	370	426	434	475	686	-9	-16	-6
Gasoline service stations	403	385	378	429	420	429	427	453	438	406	426	444	412	+2	-4	0
Drug and proprietary stores	201	193	179	194	197	204	207	190	197	190	202	189	240	+8	-4	+6
East North Central Division, total	7,532	7,181	6,855	8,230	8,212	8,753	8,845	8,406	8,619	8,344	9,003	9,200	9,962	+5	-5	+6
Durable goods stores	2,195	2,120	2,344	2,888	2,909	3,042	3,050	2,845	2,836	2,771	3,069	2,851	2,545	-10	-3	-8
Nondurable goods stores	5,337	5,061	4,511	5,342	5,303	5,711	5,795	5,561	5,783	5,573	5,934	6,349	7,417	+12	-5	+13
Food group	1,766	1,656	1,426	1,641	1,517	1,657	1,740	1,698	1,774	1,701	1,729	1,771	1,908	+16	-6	+18
Eating and drinking places	732	699	599	670	681	751	770	790	876	828	836	775	792	+17	-5	+17
GAF[2], total	1,843	1,734	1,648	2,092	2,171	2,212	2,258	2,055	2,228	2,182	2,349	2,749	3,616	+5	-6	+6
General mdse. group with nonstores[3]	1,167	1,128	1,062	1,377	1,401	1,455	1,482	1,345	1,487	1,444	1,574	1,907	2,467	+6	-3	+7
Apparel group	332	285	274	357	394	383	388	344	350	366	379	423	663	+4	-14	+2
Gasoline service stations	586	564	525	582	595	606	616	639	608	569	615	640	631	+7	-4	+6
Drug and proprietary stores	233	228	217	232	229	233	239	235	246	228	242	243	324	+5	-2	+4
West North Central Division, total	3,293	3,215	2,852	3,451	3,359	3,724	3,702	3,658	3,787	3,652	3,934	3,949	4,305	+13	-2	+12
Durable goods stores	1,052	1,050	1,037	1,338	1,277	1,411	1,411	1,368	1,384	1,392	1,455	1,306	1,287	+1	0	+2
Nondurable goods stores	2,241	2,165	1,815	2,113	2,082	2,313	2,291	2,290	2,403	2,260	2,479	2,643	3,018	+19	-3	+18
Food group	653	623	527	610	568	613	652	651	667	630	648	672	721	+18	-5	+17
GAF[2], total	704	685	630	778	771	816	796	774	858	837	902	1,020	1,306	+9	-3	+10
General mdse. group with nonstores[3]	423	428	392	504	497	518	511	490	553	520	592	686	864	+9	+1	+10
Gasoline service stations	249	227	184	215	225	251	250	261	268	259	263	259	255	+23	-9	+24
South Atlantic Division, total	5,957	5,735	5,635	6,634	6,489	6,722	6,742	6,487	6,731	6,276	6,796	6,947	7,805	+2	-4	+4
Durable goods stores	1,928	1,839	2,092	2,472	2,383	2,522	2,487	2,388	2,422	2,244	2,530	2,343	2,251	-12	-5	-9
Nondurable goods stores	4,029	3,896	3,543	4,162	4,106	4,200	4,255	4,099	4,309	4,032	4,266	4,604	5,554	+10	-3	+11
Eating and drinking places	375	343	360	398	406	420	416	410	427	407	399	380	399	-5	-9	-2
GAF[2], total	1,478	1,425	1,311	1,656	1,704	1,683	1,716	1,615	1,738	1,611	1,802	2,100	2,871	+9	-4	+11
General mdse. group with nonstores[3]	905	885	801	1,046	1,079	1,085	1,076	1,016	1,112	1,011	1,149	1,398	1,941	+10	-2	+12
Apparel group	235	221	191	274	295	268	280	249	272	273	277	300	466	+16	-6	+15
Gasoline service stations	455	434	429	465	463	488	500	488	491	457	481	479	463	+1	-5	+2
Drug and proprietary stores	200	199	182	194	198	203	205	192	203	191	205	208	280	+9	0	+10
East South Central Division, total	1,984	2,025	1,924	2,257	2,249	2,404	2,433	2,333	2,423	2,268	2,359	2,340	2,655	+5	+2	+5
Nondurable goods stores	1,283	1,254	1,138	1,333	1,342	1,442	1,469	1,423	1,512	1,406	1,444	1,485	1,844	+10	-2	+10
Food group	498	475	435	497	482	534	538	526	554	512	502	498	549	+9	-5	+11
GAF[2], total	457	453	410	504	518	532	539	515	555	518	544	636	932	+10	-1	+11
General mdse. group with nonstores[3]	266	270	236	318	328	339	341	321	356	326	347	409	609	+14	+2	+13
West South Central Division, total	3,587	3,538	3,224	3,801	3,666	4,018	4,014	3,944	4,101	3,747	4,031	4,023	4,669	+10	-1	+11
Durable goods stores	1,247	1,274	1,270	1,517	1,411	1,597	1,543	1,522	1,587	1,415	1,569	1,452	1,466	0	+2	+2
Nondurable goods stores	2,340	2,264	1,954	2,284	2,255	2,421	2,471	2,422	2,514	2,332	2,462	2,571	3,203	+16	-3	+17
Food group	786	755	657	761	725	740	799	797	820	779	777	796	849	+15	-4	+14
GAF[2], total	866	838	706	879	896	956	937	911	1,028	887	970	1,088	1,635	+19	-3	+20
General mdse. group with nonstores[3]	507	497	424	540	557	601	577	564	634	550	610	704	1,053	+17	-2	+19
Mountain Division, total	1,668	1,647	1,555	1,833	1,831	1,984	2,029	1,986	2,104	1,915	1,969	1,970	2,205	+6	-1	+5
Nondurable goods stores	1,076	1,055	926	1,087	1,077	1,168	1,193	1,187	1,275	1,151	1,181	1,244	1,452	+14	-2	+12
Food group	345	332	288	332	306	330	348	358	373	327	328	360	365	+15	-4	+12
GAF[2], total	368	366	326	390	407	442	446	417	479	464	475	514	675	+12	-1	+11
General mdse. group with nonstores[3]	222	212	192	238	251	278	270	256	299	282	298	335	441	+10	-5	+14
Pacific Division, total	5,229	5,095	4,913	5,703	5,608	5,886	5,991	5,629	5,908	5,552	5,939	5,942	6,849	+4	-3	+4
Durable goods stores	1,541	1,557	1,695	1,987	1,948	2,045	2,053	1,812	1,885	1,694	1,947	1,765	1,712	-8	+1	-8
Nondurable goods stores	3,688	3,538	3,218	3,716	3,660	3,841	3,938	3,817	4,023	3,858	3,992	4,177	5,137	+10	-4	+10
Food group	1,283	1,224	1,087	1,255	1,173	1,246	1,293	1,270	1,304	1,228	1,263	1,310	1,413	+13	-5	+11
Eating and drinking places	484	475	445	490	489	517	554	544	585	579	582	543	565	+7	-2	+7
GAF[2], total	1,290	1,224	1,142	1,371	1,384	1,438	1,485	1,390	1,532	1,482	1,533	1,683	2,365	+7	-5	+8
General mdse. group with nonstores[3]	802	761	694	863	880	922	943	896	977	935	978	1,122	1,600	+10	-5	+11
Gasoline service stations	366	342	319	356	344	371	368	385	372	362	395	r393	371	+7	-7	+10

Note: Estimates are based on a sample. (See sampling variabilities in table 16.) Totals include data for kinds of business not shown separately. States in geographic divisions are shown on page 34.

[1]Preliminary estimates. [r]Revised

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

[3]See footnote 2 on table 1.

Table 6. Estimated Monthly Sales of All Retail Stores by Selected Kinds of Business for Specified Large States

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations, holiday or trading day differences)

States and kind of business	1974		1973											Percent change	
	Jan.	Feb.[1]	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1974 from Feb. 1973	2 mos. 1974 from 2 mos. 1973
California, total	3,923	3,832	3,662	4,221	4,161	4,356	4,432	4,174	4,388	4,134	4,416	4,438	5,155	+5	+4
Nondurable goods stores	2,781	2,669	2,419	2,773	2,748	2,868	2,939	2,854	3,014	2,901	3,008	3,134	3,886	+10	+10
GAF[2]	993	946	860	1,031	1,054	1,088	1,120	1,049	1,149	1,130	1,166	1,279	1,813	+10	+10
Florida, total	1,845	1,791	1,694	1,943	1,840	1,855	1,872	1,803	1,860	1,749	1,913	1,982	2,306	+6	+7
Nondurable goods stores	1,273	1,240	1,076	1,259	1,189	1,178	1,204	1,171	1,212	1,133	1,202	1,284	1,617	+15	+16
Illinois, total	2,150	2,078	1,977	2,387	2,309	2,467	2,442	2,324	2,338	2,344	2,618	2,705	2,806	+5	+5
Nondurable goods stores	1,483	1,414	1,270	1,546	1,493	1,579	1,581	1,499	1,503	1,481	1,645	1,822	2,029	+11	+11
GAF[2]	605	581	542	683	686	707	702	628	698	686	788	921	1,097	+7	+7
Indiana, total	1,051	1,042	930	1,067	1,093	1,097	1,152	1,103	1,149	1,125	1,190	1,222	1,314	+12	+13
Massachusetts, total	1,035	968	932	1,119	1,113	1,167	1,157	1,068	1,127	1,093	1,128	1,196	1,365	+4	+5
Nondurable goods stores	760	707	638	758	743	781	794	744	804	779	802	886	1,069	+11	+12
Michigan, total	1,587	1,482	1,498	1,810	1,843	1,990	1,965	1,834	1,874	1,805	1,926	1,921	2,155	-1	0
Nondurable goods stores	1,115	1,030	989	1,143	1,144	1,247	1,259	1,191	1,230	1,193	1,234	1,297	1,594	+4	+6
Minnesota, total	706	668	600	719	713	766	800	782	800	779	856	857	907	+11	+13
Missouri, total	867	848	818	977	950	1,045	1,041	1,006	1,042	990	1,086	1,083	1,176	+4	+1
New Jersey, total	1,298	1,203	1,274	1,484	1,469	1,537	1,557	1,481	1,499	1,396	1,487	1,557	1,813	-6	-4
Nondurable goods stores	969	907	871	1,016	988	1,039	1,069	1,015	1,035	993	1,023	1,117	1,380	+4	+6
New York, total	3,223	3,023	2,907	3,351	3,323	3,479	3,519	3,266	3,331	3,306	3,487	3,641	4,083	+4	+4
Nondurable goods stores	2,425	2,293	2,103	2,358	2,342	2,437	2,464	2,279	2,382	2,429	2,491	2,661	3,178	+9	+9
GAF[2]	819	743	742	863	921	916	953	823	874	929	970	1,164	1,496	0	+2
North Carolina, total	833	792	760	941	921	992	955	929	953	897	1,000	1,028	1,109	+4	+7
Ohio, total	1,873	1,780	1,728	2,098	2,103	2,261	2,318	2,172	2,208	2,086	2,231	2,288	2,541	+3	+4
Nondurable goods stores	1,358	1,292	1,191	1,420	1,421	1,542	1,581	1,497	1,556	1,474	1,565	1,643	1,960	+8	+9
Pennsylvania, total	1,953	1,841	1,847	2,190	2,154	2,219	2,257	2,140	2,157	2,099	2,244	2,393	2,569	0	+2
Nondurable goods stores	1,437	1,357	1,260	1,461	1,463	1,516	1,531	1,453	1,503	1,484	1,549	1,720	1,978	+8	+10
GAF[2]	484	441	470	580	588	584	602	517	556	580	620	760	951	-6	-2
Texas, total	2,217	2,189	1,984	2,376	2,277	2,511	2,501	2,436	2,547	2,343	2,505	2,480	2,920	+10	+12
Nondurable goods stores	1,463	1,414	1,205	1,437	1,412	1,540	1,558	1,507	1,563	1,472	1,533	1,600	2,027	+17	+18
Wisconsin, total	871	799	722	868	864	938	968	973	1,050	984	1,038	1,064	1,146	+11	+13

Note: Estimates are based on a sample. (See sampling variabilities in table 17.)
[1]Preliminary estimates.
[2]Stores in general merchandise (including all nonstores), apparel, and furniture, and appliance groups; these stores specialize in department-store types of merchandise.

Table 7. Percent Change in Sales of All Retail Stores by Selected Kinds of Business for Specified Large States

(Based on data NOT ADJUSTED for seasonal variations, holiday or trading day differences)

State	Percent change-Feb. 1974 form Jan. 1974			State	Percent change-Feb. 1974 from Jan. 1974		
	Total	Nondurable goods stores	GAF[1] stores		Total	Nondurable goods stores	GAF[1] stores
California	-2	-4	-5	New Jersey	-7	-6	-7
Florida	-3	-3	-4	New York	-6	-5	-9
Illinois	-3	-5	-4	North Carolina	-5	-6	-1
Indiana	-1	-3	-9	Ohio	-5	-5	-4
Massachusetts	-6	-7	-12				
Michigan	-7	-8	-9	Pennsylvania	-6	-6	-9
Minnesota	-5	-3	0	Texas	-1	-3	-6
Missouri	-2	-2	+1	Wisconsin	-8	-6	-7

Note: Sampling variabilities are shown in table 17.
[1]Stores in the general merchandise (including all nonstores), apparel, and furniture, and appliance groups; these stores specialize in department-store types of merchandise.

Table 8. Percent Change in Sales of All Retail Stores by Selected Kinds of Business for Specified Metropolitan Statistical Areas and Cities

(Based on data NOT ADJUSTED for seasonal variations, holiday or trading day differences)

Statistical areas	Percent change-Feb. 1974 from Jan. 1974			Statistical areas	Percent change-Feb. 1974 from Jan. 1974		
	Total	Nondurable goods stores	GAF[1] stores		Total	Nondurable goods stores	GAF[1] stores
Standard Consolidated Areas[2]				Nassau-Suffolk, N.Y.	-10	-11	-18
Chicago, Ill.-Northwestern Indiana	-4	-4	-1	New York, N.Y.--Nassau-Suffolk, N.Y.[3]	-7	-6	-10
New York, N.Y. Northeastern New Jersey	-6	-6	-9	New York, N.Y.	-5	-4	-8
				Newark, N.J.	-8	-8	-8
Standard Metropolitan Statistical Areas[2]				Paterson-Clifton-Passaic, N.J.	-7	-7	-6
				Philadelphia, Pa.-N.J.	-8	-7	-12
Baltimore, Md.	-5	-3	-3	Pittsburgh, Pa.	-6	-6	-10
Boston, Mass.	-6	-6	-10	St. Louis, Mo.-Ill.	-6	-6	-4
Buffalo, N.Y.	-5	-6	-4	San Francisco-Oakland, Calif.	-5	-6	-3
Chicago, Ill.	-4	-4	0	Seattle, Wash.	-6	-5	-8
Cleveland, Ohio	-5	-5	-10	Washington, D.C.-Md.-Va.	-3	-2	-6
Dallas, Tex.	-2	-6	-5				
Detroit, Mich.	-7	-8	-9	**Cities**			
Houston, Tex.	-1	-3	-5				
Kansas City, Mo.-Kans.	+1	0	+4	Chicago	-1	-1	+5
Los Angeles-Long Beach, Calif.	-4	-5	-6	Detroit	-8	-10	-14
Minneapolis-St. Paul, Minn.	-3	-2	0	Los Angeles	-4	-6	-6
				New York	-5	-4	-9
				Philadelphia	-6	-6	-8

Note: Sampling variabilities are shown in table 19. Statistics for the Boston SMSA include retail stores in all of Essex, Middlesex, Norfolk Counties. See SMSA definition on page 32.
[1]Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these stores specialize in department-store types of merchandise.
[2]For definitions of standard consolidated areas and standard metropolitan statistical areas, see pages 32-34.
[3]See footnote 4 on table 9.

Table 9. Estimated Monthly Sales of all Retail Stores by Selected Kinds of Business for Specified Standard Metropolitan Statistical Areas and Cities

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations, holiday or trading day differences)

Area	1974		1973											Percent change	
	Jan.	Feb.[1]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1974 from Feb. 1973	2 mos. 1974 from 2 mos. 1973
Standard Consolidated Areas[2]															
Chicago, Ill.-Northwestern Ind., total	1,538	1,474	1,408	1,698	1,672	1,722	1,729	1,635	1,671	1,663	1,834	1,957	2,055	+5	+5
Nondurable goods stores	1,117	1,075	955	1,161	1,142	1,165	1,180	1,114	1,163	1,146	1,253	1,410	1,576	+13	+12
GAF[3]	477	470	441	559	562	577	574	513	567	560	651	755	872	+7	+7
New York, N.Y.-Northeastern, N.J., total	2,848	2,663	2,649	2,946	2,943	3,044	3,046	2,774	2,844	2,833	3,019	3,200	3,731	+1	+1
Nondurable goods stores	2,173	2,042	1,938	2,148	2,119	2,191	2,207	2,005	2,090	2,138	2,205	2,371	2,905	+5	+5
GAF[3]	781	707	732	820	879	871	915	776	815	877	929	1,048	1,445	-3	-2
Standard Metropolitan Statistical Areas[2]															
Baltimore, Md., GAF[3]	88	85	86	106	114	112	113	100	108	107	119	140	176	-1	+1
Boston, Mass., GAF[3]	154	138	130	167	175	174	174	158	179	191	201	240	317	+6	+6
Chicago, Ill., total	1,410	1,360	1,293	1,569	1,528	1,579	1,584	1,488	1,516	1,515	1,694	1,808	1,889	+5	+5
Nondurable goods stores	1,028	991	881	1,073	1,047	1,069	1,083	1,012	1,056	1,044	1,158	1,299	1,448	+12	+12
GAF[3]	454	453	419	532	532	546	542	485	537	529	619	722	827	+8	+8
Cleveland, Ohio, GAF[3]	93	84	81	101	110	114	117	109	117	114	127	140	187	+4	+7
Dallas, Tex., GAF[3]	109	104	98	124	119	129	125	121	135	122	132	151	197	+6	+11
Detroit, Mich., total	758	708	702	841	859	899	900	799	819	817	892	894	1,010	+1	+3
Nondurable goods stores	549	504	469	539	550	584	584	526	555	559	584	610	771	+7	+10
GAF[3]	214	194	186	231	246	250	255	218	235	249	264	296	416	+4	+7
Houston, Tex., GAF[3]	113	107	92	116	116	128	127	126	139	120	130	144	211	+16	+18
Kansas City, Mo.-Kan., GAF[3]	95	99	91	116	112	114	109	110	124	117	135	153	177	+9	+7
Los Angeles-Long Beach, Calif., total	1,355	1,302	1,287	1,479	1,457	1,509	1,520	1,425	1,490	1,448	1,501	1,543	1,806	+1	+1
Nondurable goods stores	987	937	881	1,011	1,006	1,037	1,045	1,013	1,064	1,055	1,069	1,126	1,390	+6	+6
GAF[3]	386	361	340	409	411	424	437	400	425	434	456	510	701	+6	+8
Minneapolis-St. Paul, Minn., GAF[3]	104	104	106	131	130	139	137	130	142	136	151	169	207	-2	+1
New York, N.Y.--Nassau-Suffolk, N.Y., total[4]	2,025	1,893	1,831	2,011	2,015	2,073	2,078	1,901	1,959	1,970	2,084	2,205	2,551	+3	+4
Nondurable goods stores	1,547	1,455	1,362	1,496	1,486	1,526	1,533	1,400	1,475	1,511	1,544	1,652	2,003	+7	+6
GAF[3]	569	510	515	565	618	607	642	545	580	629	666	733	1,000	-1	+1
Nassau-Suffolk, N.Y., total[5]	532	477	497	539	538	561	572	516	518	512	538	581	687	-4	-2
Nondurable goods stores	389	346	343	380	381	394	398	362	379	377	382	398	509	+1	+2
GAF[3]	137	113	132	135	149	155	175	145	154	165	167	174	254	-14	-8
New York, N.Y., total[6]	1,493	1,416	1,334	1,472	1,477	1,512	1,506	1,385	1,441	1,458	1,546	1,624	1,864	+6	+6
Nondurable goods stores	1,158	1,109	1,019	1,116	1,105	1,132	1,135	1,038	1,096	1,134	1,162	1,254	1,494	+9	+8
GAF[3]	432	397	383	430	469	452	467	400	426	464	499	559	746	+4	+4
Philadelphia, Pa., total	820	755	778	923	910	916	914	843	845	835	914	985	1,071	-3	0
Nondurable goods stores	607	563	519	615	617	631	619	568	579	599	638	722	833	+8	+10
GAF[3]	207	182	201	256	269	262	271	226	227	244	274	339	415	-9	-6
Pittsburgh, Pa., total	405	380	359	427	428	456	461	450	457	449	472	497	552	+6	+9
Nondurable goods stores	307	290	256	301	309	328	332	316	330	332	339	371	442	+13	+16
GAF[3]	113	102	99	126	129	128	131	116	132	135	143	170	226	+3	+7
St. Louis, Mo.-Ill., total	378	355	359	441	444	456	459	446	453	426	462	461	512	-1	0
Nondurable goods stores	268	251	233	281	285	294	292	284	298	271	290	313	387	+8	+7
GAF[3]	97	93	91	119	124	129	126	112	124	117	127	147	196	+2	+2
San Francisco-Oakland, Calif., total	585	558	531	632	611	628	639	626	648	602	649	658	782	+5	+3
Nondurable goods stores	421	395	365	433	419	431	442	447	467	431	441	467	595	+8	+8
GAF[3]	148	144	135	164	165	168	171	168	178	174	174	196	268	+7	+4
Washington, D.C.-Md.-Va., total	578	559	555	636	639	672	675	673	680	649	678	692	785	+1	+1
Nondurable goods stores	403	396	357	412	415	441	448	428	438	427	436	469	579	+11	+8
GAF[3]	140	131	128	153	169	173	175	153	163	162	177	193	273	+2	+5
Cities															
Chicago, Ill., total	623	615	578	691	672	705	695	635	678	695	801	851	849	+6	+5
Nondurable goods stores	491	485	435	530	517	527	526	477	526	525	609	680	692	+11	+10
GAF[3]	253	265	237	302	298	307	296	266	305	296	364	437	434	+12	+11
Detroit, Mich., total	205	189	183	222	235	246	247	225	223	206	232	239	274	+3	+6
Nondurable goods stores	151	136	114	136	148	152	150	141	145	133	143	155	202	+19	+22
GAF[3]	51	44	44	55	61	67	64	56	60	61	66	73	103	0	+4
Los Angeles, Calif., total	509	488	486	551	535	552	545	519	557	548	580	595	679	0	0
Nondurable goods stores	391	369	350	406	398	406	400	389	420	420	438	456	542	+5	+5
GAF[3]	173	163	153	182	179	185	186	172	190	196	215	239	297	+7	+10
New York, N.Y., total	1,263	1,195	1,117	1,234	1,235	1,258	1,252	1,156	1,204	1,220	1,293	1,366	1,568	+7	+3
Nondurable goods stores	978	934	863	942	932	950	955	874	915	950	976	1,052	1,249	+8	+8
GAF[3]	381	346	331	369	405	387	397	344	365	399	426	470	632	+5	+6
Philadelphia, Pa., total	314	295	291	332	334	334	332	307	314	320	358	392	403	+1	+1
Nondurable goods stores	250	236	221	257	262	261	256	241	249	255	280	314	325	+7	+6
GAF[3]	92	85	89	111	121	112	115	102	102	107	132	161	171	-4	-3

Note: Sampling variabilities are shown in table 18. Statistics for the Boston SMSA include retail stores in all of Essex, Middlesex, Norfolk, and Suffolk Counties. See SMSA definition on page 32.

[1]Preliminary estimates.
[2]For definitions of standard consolidated areas and standard metropolitan statistical areas, see pages 32-34.
[3]Stores in the general merchandise (including all nonstores), apparel, and furniture and appliance groups; these stores specialize in department store types of merchandise.
[4]Formerly New York, N.Y. SMSA consisting of New York City, and Nassau, Rockland, Suffolk, and Westchester Counties, N.Y.
[5]Includes Nassau and Suffolk Counties formerly included in the New York, N.Y. SMSA.
[6]Includes New York City, Rockland and Westchester Counties, N.Y.

Table 10. Department Store Sales in Selected Areas: February 1974

(Sales in thousands of dollars. Data NOT ADJUSTED for seasonal variations, holiday or trading day differences)

Area	1974		1973											Percent Change		
														Feb. 1974 from--		2 mos. 1974 from 2 mos. 1973
	Jan.	Feb.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1973	Jan. 1974	
STANDARD METROPOLITAN STATISTICAL AREA																
Akron, Ohio	13,313	12,631	12,286	15,770	16,954	17,582	18,540	16,626	18,057	18,050	18,109	23,188	33,732	+3	-5	+4
Albany-Schenectady-Troy, N.Y.	12,141	10,824	10,853	14,614	16,071	16,113	[2]17,166	14,408	[2]15,964	16,496	17,315	21,639	29,975	0	-11	+4
Albuquerque, N. Mex.	8,670	8,424	[2]8,520	[2]10,704	[2]11,310	12,475	12,409	11,848	13,418	11,945	12,631	14,231	20,271	-1	-3	-2
Anaheim-Santa Ana-Garden Grove, Calif.	43,227	40,132	36,764	45,970	48,684	50,723	([3])	([3])	51,711	52,222	53,724	62,842	98,587	+9	-7	+10
Asheville, N.C.	3,002	2,701	2,834	3,900	4,155	4,179	4,350	4,141	4,921	4,160	4,462	5,300	7,494	-5	-10	0
Atlanta, Ga.	46,505	47,026	43,833	58,245	59,562	60,909	58,718	56,664	65,240	60,113	63,549	76,408	109,456	+7	+1	+7
Augusta, Ga.	4,665	4,170	3,725	5,598	5,493	5,685	5,902	5,468	5,883	5,191	5,839	6,606	10,088	+12	-11	+13
Bakersfield, Calif.	5,107	4,916	4,580	5,826	6,466	6,672	6,685	6,443	7,065	6,391	7,197	7,999	12,792	+7	-4	+10
Baltimore, Md.	36,948	33,570	36,671	45,828	50,332	49,442	49,280	42,258	45,738	45,373	52,615	64,695	88,199	-8	-9	-4
Baton Rouge, La.	7,922	8,002	7,549	10,030	10,598	10,664	10,830	10,331	11,786	9,834	10,658	12,379	18,308	+6	+1	+8
Billings, Mont.	1,623	1,520	1,336	1,891	1,845	2,266	2,234	1,997	2,443	2,286	2,247	2,596	3,876	+14	-6	+20
Binghamton, N.Y.-Pa.	4,261	3,669	3,217	4,505	4,507	4,424	4,757	4,202	4,836	4,600	5,050	6,789	8,998	+14	-14	+19
Birmingham, Ala.	10,726	10,575	[2]11,099	13,940	13,487	[2]13,542	14,647	13,901	15,556	13,931	13,948	16,905	27,448	-5	-1	-3
Boston, Mass.	44,560	41,263	42,151	54,779	58,974	60,647	62,793	51,283	57,848	62,501	64,485	79,918	117,692	-2	-7	-4
Buffalo, N.Y.	26,433	25,156	23,497	31,841	33,643	34,749	35,970	31,599	34,556	36,377	35,082	43,970	60,595	+7	-5	+5
Canton, Ohio	6,546	6,116	5,886	7,911	8,578	9,417	9,168	8,005	9,193	8,865	8,871	11,693	16,664	+4	-7	+5
Cedar Rapids, Iowa	4,977	4,725	4,215	5,706	5,603	6,359	6,455	5,815	6,778	6,244	6,653	8,532	11,307	+12	-5	+15
Charleston, S.C.	5,110	4,393	[2]3,954	[2]5,468	[2]5,804	[2]5,735	[2]5,529	4,961	5,442	4,601	5,132	7,094	10,731	+11	-14	+21
Charleston, W. Va.	5,086	4,965	5,002	6,937	7,326	7,381	7,673	6,719	7,564	7,130	7,497	9,967	13,585	-1	-2	+1
Chattanooga, Tenn.-Ga.	6,350	5,982	5,541	7,862	8,405	8,611	8,587	7,785	8,967	8,267	9,028	10,544	16,076	+8	-6	+9
Chicago, Ill.	143,964	134,203	131,865	170,690	181,400	187,287	198,852	169,317	184,439	179,659	197,516	230,553	327,604	+2	-7	+3
Cincinnati, Ohio-Ky.-Ind.	30,683	28,498	28,347	36,143	39,451	39,044	40,521	36,527	39,018	38,388	40,426	50,343	73,514	+1	-7	0
Cleveland, Ohio	44,769	41,134	40,647	52,612	59,016	59,749	58,999	55,020	59,096	59,188	63,215	73,825	102,648	+1	-8	+4
Columbia, S.C.	6,438	5,990	5,727	7,991	8,259	8,681	8,298	7,673	8,586	7,634	8,145	10,252	15,148	+5	-7	+8
Columbus, Ohio	24,162	23,098	22,226	29,495	29,489	31,748	33,489	29,549	33,213	32,223	32,406	40,696	61,569	+4	-4	+3
Corpus Christi, Tex.	3,897	3,710	[2]3,337	[2]4,509	[2]4,421	5,829	5,428	5,348	5,705	4,569	4,930	[2]5,381	8,671	+11	-5	+12
Dallas, Tex.	34,908	32,731	31,238	43,449	41,159	45,751	43,327	42,298	45,931	40,833	44,163	53,636	79,583	+5	-6	+7
Dayton, Ohio	18,496	18,685	18,411	23,495	23,823	25,515	25,306	22,526	25,285	25,749	25,317	31,968	48,627	+1	+1	0
Decatur, Ill.	2,878	2,896	2,592	3,595	3,628	3,952	4,037	3,579	3,949	3,760	3,935	4,932	6,412	+12	+1	+10
Denver, Colo.	30,468	27,907	27,916	35,310	36,503	40,970	40,134	37,062	39,650	38,921	39,386	46,023	66,531	0	-8	+2
Des Moines, Iowa	7,356	6,938	6,721	8,490	8,797	9,692	9,733	8,995	9,913	9,230	9,797	12,382	17,080	+3	-6	+6
Detroit, Mich.	96,026	90,661	89,143	114,578	120,012	127,602	133,389	112,399	118,323	123,888	127,965	156,125	217,848	+2	-6	+3
Dubuque, Iowa	2,557	2,301	([3])	([3])	3,017	3,464	3,507	3,087	3,529	3,107	3,369	4,527	6,007	([3])	-10	([3])
Duluth-Superior, Minn.-Wis.	4,108	4,095	3,012	4,442	4,748	4,934	4,893	4,735	6,605	5,816	5,713	6,780	9,032	+36	0	+28
El Paso, Tex.	8,254	7,769	7,574	9,249	9,903	11,058	9,802	9,837	10,964	9,436	11,274	11,713	17,121	+3	-6	+5
Erie, Pa.	3,846	3,483	3,440	4,858	5,301	5,324	5,648	5,271	5,199	5,128	5,522	7,412	9,332	+1	-9	+3
Eugene, Oreg.	2,459	2,381	2,533	3,341	3,267	3,319	3,678	3,230	3,760	3,490	3,186	3,880	5,511	-6	-3	-3
Fargo-Moorhead, N. Dak.-Minn	2,209	2,472	1,772	2,392	2,372	2,686	2,565	2,275	3,674	3,291	3,331	3,823	5,415	+40	+12	+29
Flint, Mich.	8,715	7,978	9,065	11,031	13,228	13,717	13,242	11,523	12,611	12,820	12,478	16,066	24,403	-12	-8	-8
Fort Smith, Ark.-Okla.	1,773	1,773	[2]1,647	[2]2,167	[2]2,278	[2]2,463	[2]2,451	[2]2,340	2,618	2,278	2,464	2,791	4,268	+8	0	+9
Fort Wayne, Ind.	7,872	7,935	7,327	9,985	10,494	10,866	11,482	10,573	11,512	10,485	11,197	14,421	18,505	+8	+1	+5
Fort Worth, Tex.	17,533	16,860	15,733	20,685	21,028	23,605	21,838	20,586	24,030	20,558	21,780	25,935	41,670	+7	-4	+8
Fresno, Calif.	9,254	8,675	7,558	9,087	10,074	10,945	10,898	10,250	11,489	11,456	11,300	13,107	19,923	+15	-6	+16
Gary-Hammond-East Chicago, Ind.	10,254	9,739	9,818	13,097	14,407	14,937	15,620	12,975	14,317	14,482	14,724	17,543	26,781	-1	-5	0
Grand Rapids, Mich.	6,808	6,172	6,465	9,021	9,374	9,716	10,506	8,758	9,766	10,024	9,652	11,788	16,265	-5	-9	-4
Great Falls, Mont.	1,190	1,187	1,146	1,556	1,572	1,741	1,643	1,565	2,084	1,743	1,764	2,050	2,878	+4	0	+6
Green Bay, Wis.	4,099	3,814	3,697	5,282	5,352	5,543	5,668	4,965	5,860	5,401	5,876	7,444	9,815	+3	-7	+9
Greenville, S.C.	4,578	4,333	[2]4,115	[2]5,805	6,263	6,176	6,129	5,719	6,391	5,701	6,179	7,335	11,103	+5	-5	+9
Greensboro-Winston-Salem-High Point, N.C.	7,457	6,927	6,754	9,680	10,510	10,626	10,636	9,587	11,025	10,042	11,113	13,455	19,824	+3	-7	+7
Hartford, Conn.	13,752	12,873	12,168	15,709	18,389	16,409	18,006	15,931	16,195	18,344	18,402	([3])	([3])	+6	-6	+5
Honolulu, Hawaii	19,768	19,104	18,037	21,412	20,767	22,173	22,746	25,067	24,358	21,676	22,259	24,983	39,058	+6	-3	+6
Houston, Tex.	57,243	55,357	50,792	65,315	65,900	72,145	66,465	67,754	75,242	64,820	70,754	80,540	124,437	+9	-3	+8
Indianapolis, Ind.	24,167	23,467	23,036	30,609	33,189	33,102	32,279	29,470	33,421	32,370	33,418	42,616	59,935	+2	-3	0
Jackson, Mich.	2,666	2,658	2,641	3,446	3,832	4,259	4,495	3,841	4,028	3,719	3,698	4,827	7,012	+1	0	-2
Jackson, Miss.	4,213	4,036	3,241	4,634	4,591	4,923	5,032	4,753	5,741	5,100	5,252	6,633	9,909	+25	-4	+26
Jacksonville, Fla.	12,379	11,155	10,414	13,841	14,339	14,751	15,074	13,954	15,057	13,903	15,350	17,421	27,987	+7	-10	+12
Kalamazoo, Mich.	2,663	2,326	([3])	([3])	([3])	([3])	([3])	3,618	3,938	3,794	3,825	4,797	6,946	([3])	-13	([3])
Kansas City, Mo.-Kans.	22,956	22,015	21,374	28,105	29,791	32,680	31,551	29,716	32,458	30,296	31,401	38,337	57,569	+3	-4	+4
Knoxville, Tenn.	8,567	8,395	7,265	10,191	10,678	10,859	11,205	10,253	11,209	11,189	11,374	14,952	22,658	+14	-3	+14
Lancaster, Pa.	4,883	4,247	4,582	6,013	6,331	6,650	6,585	5,730	6,389	6,040	6,448	8,618	12,129	-7	-13	-4
Lansing, Mich.	10,313	9,163	9,146	11,687	12,252	13,189	13,886	12,294	12,854	13,655	13,485	15,533	22,164	0	-11	-4
Lexington-Fayette, Ky.	5,938	5,244	4,912	6,746	7,289	7,601	7,698	7,151	7,819	7,043	7,934	9,860	14,211	+7	-12	+11
Lincoln, Nebr.	5,043	4,478	4,125	5,595	5,387	6,056	5,695	5,702	6,450	6,040	6,087	7,327	9,841	+9	-11	+14
Little Rock-North Little Rock, Ark.	6,674	6,911	5,833	7,929	8,255	9,376	9,062	8,670	9,965	8,657	8,871	10,733	16,003	+18	+4	+19
Los Angeles-Long Beach, Calif.	157,645	144,038	133,626	166,009	173,990	182,737	193,786	175,115	181,851	183,765	191,784	225,484	340,146	+8	-9	+10
Louisville, Ky.-Ind.	18,520	18,104	17,770	23,515	25,246	26,150	25,640	22,454	24,511	22,895	25,282	32,800	45,365	+2	-2	+2
Lowell, Mass.	[2]2,887	[2]2,393	[2]2,148	[2]3,049	[2]3,172	[2]3,309	[2]3,548	[2]2,892	[2]3,288	[2]3,149	[2]3,023	4,501	[2]7,034	[2]+11	-17	[2]+19

See footnotes at end of table.

Table 10. Department Store Sales in Selected Areas: February 1974—Continued

(Sales in thousands of dollars. Data NOT ADJUSTED for seasonal variations, holiday or trading day differences)

Area	1974		1973												Percent change		
															Feb. 1974 from--		2 mos. 1974 from 2 mos. 1973
	Jan.	Feb.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		Feb. 1973	Jan. 1974	
STANDARD METROPOLITAN STATISTICAL AREA--Con.																	
Lynchburg, Va.	1,939	1,896	(1)	[2]2,592	2,922	2,714	3,014	2,719	3,005	2,727	2,832	4,143	5,400		(1)	-2	(1)
Macon, Ga.	3,724	3,801	3,409	4,967	5,322	5,352	5,302	5,002	5,915	4,986	5,347	6,318	9,803		+11	+2	+9
Memphis, Tenn.-Ark.	17,866	18,368	18,000	23,555	23,948	25,764	23,192	20,858	23,708	21,005	22,520	27,349	41,373		+2	+3	-1
Miami, Fla.	35,400	34,746	35,081	42,607	40,484	39,836	41,378	38,678	40,790	37,632	41,725	46,769	72,474		-1	-2	-2
Milwaukee, Wis.	34,755	30,411	30,739	39,043	39,223	42,911	45,136	38,163	41,925	41,648	43,579	53,932	76,859		-1	-12	+3
Minneapolis-St. Paul, Minn.	51,069	52,716	49,669	62,283	63,985	66,644	67,686	57,986	66,102	65,440	71,991	81,212	108,300		+6	+3	+7
Mobile, Ala.	5,247	5,020	4,843	6,733	7,017	7,420	7,444	7,188	7,001	6,306	6,948	8,129	11,142		+4	-4	+3
Montgomery, Ala.	4,606	4,596	4,087	5,447	5,556	5,855	5,829	5,570	6,142	5,546	5,790	7,095	11,082		+12	0	+8
Muncie, Ind.	1,892	1,755	1,588	2,166	2,270	2,399	2,846	2,465	2,811	2,671	2,572	3,411	5,137		+11	-7	+7
Muskegon-Muskegon Hts., Mich.	1,509	1,324	1,488	1,989	2,074	2,390	2,411	2,067	2,383	2,445	2,307	2,897	3,987		-11	-12	-4
Nassau-Suffolk, N.Y.[4]	60,417	53,334	59,014	69,998	76,508	80,549	86,460	70,670	74,481	80,230	79,357	99,671	155,944		-10	-12	-8
New Orleans, La.	18,706	17,680	17,084	21,384	23,523	23,669	22,906	23,781	23,537	20,235	24,176	26,443	38,691		+3	-5	+7
New York, N.Y.[5]	144,494	129,651	125,143	144,092	156,177	168,981	172,487	137,227	142,963	165,119	178,816	209,490	307,190		+4	-10	+5
Newark, N.J.	25,253	23,788	23,820	29,100	30,415	32,142	32,443	26,755	28,282	31,467	32,067	40,571	61,117		0	-6	-2
Newport News-Hampton, Va.	6,452	6,256	[2]5,619	[2]7,219	7,480	7,799	8,019	7,376	8,167	7,414	7,726	10,183	14,694		+11	-3	+15
Norfolk-Portsmouth, Va.	12,353	11,885	11,390	15,801	16,739	17,304	17,580	16,355	17,163	15,572	17,404	19,623	28,598		+4	-4	+7
Oklahoma City, Okla.	13,181	12,945	12,017	14,804	14,797	16,511	16,092	15,680	17,080	15,459	15,583	20,326	30,364		+8	-2	+12
Omaha, Nebr.-Iowa	11,743	11,209	10,872	14,338	14,928	16,045	15,384	14,301	15,418	14,999	15,436	19,197	26,740		+3	-5	+5
Orlando, Fla.	14,812	13,146	12,635	17,049	16,331	17,919	17,883	16,261	18,739	16,789	18,539	19,943	30,564		+4	-11	+10
Paterson-Clifton-Passaic, N.J.	30,420	27,898	27,766	34,115	36,206	38,863	39,319	33,572	35,337	38,876	39,565	50,648	71,959		0	-8	+2
Peoria, Ill.	7,190	6,684	6,037	7,886	8,025	8,716	9,387	7,746	8,701	8,478	9,089	10,655	15,740		+11	-7	+13
Philadelphia, Pa.-N.J.	80,142	66,930	67,976	89,002	96,221	98,016	93,959	80,185	87,291	98,261	102,533	137,186	192,429		-2	-16	+6
Phoenix, Ariz.	27,356	26,162	24,631	30,312	30,148	33,650	31,304	29,039	32,522	30,286	35,033	40,774	62,159		+6	-4	+5
Pittsburgh, Pa.	45,235	41,336	40,217	56,429	58,610	57,170	60,420	50,343	57,768	57,421	59,106	78,608	100,516		+3	-9	+6
Portland, Maine	3,339	3,218	2,955	4,414	4,560	4,752	5,286	4,805	5,393	4,880	5,047	6,438	9,136		+9	-4	+9
Portland, Oreg.-Wash.	16,276	15,349	14,528	18,991	19,651	20,225	19,544	18,328	(3)	21,045	21,161	25,794	38,491		+6	-6	+8
Providence-Pawtucket-Warwick, R.I.-Mass.	12,703	12,364	12,217	16,563	18,543	19,432	21,358	16,804	17,934	18,343	18,693	24,844	36,565		+1	-3	0
Raleigh, N.C.	5,346	5,147	[2]5,146	[2]7,221	7,011	7,347	6,825	6,338	7,725	6,946	7,566	9,460	13,567		[2]0	-4	[2]0
Reading, Pa.	4,856	4,487	4,952	6,789	7,541	7,055	7,398	6,208	6,886	6,800	7,047	9,905	12,747		-9	-8	-8
Richmond, Va.	12,578	11,376	11,155	14,984	15,827	16,135	15,915	14,339	16,532	15,830	16,887	21,536	29,893		+2	-10	+6
Roanoke, Va.	3,932	3,742	[2]3,468	4,798	5,246	[2]5,165	5,192	[2]4,992	5,587	5,155	5,563	7,727	10,293		+8	-5	+7
Rochester, N.Y.	13,973	12,313	12,683	16,939	18,105	17,515	17,495	14,981	16,297	16,774	17,594	21,968	33,076		-3	-12	-1
Sacramento, Calif.	18,804	18,377	15,622	19,516	20,818	22,371	22,364	21,306	25,016	23,208	25,219	28,086	41,546		+18	-2	+17
St. Joseph, Mo.	2,225	2,170	2,106	2,608	2,837	3,119	3,037	2,906	3,318	2,994	3,011	3,844	5,813		+3	-2	+4
St. Louis, Mo.-Ill.	47,472	46,181	43,232	56,534	57,709	63,930	59,687	51,763	60,056	56,346	65,032	78,039	105,811		+7	-3	+6
Salem, Oreg.	3,035	2,673	2,773	3,559	3,658	3,799	3,875	3,537	4,650	4,091	3,879	4,491	6,350		-4	-12	-3
Salt Lake City, Utah	10,109	9,332	9,008	12,048	12,326	13,081	12,997	12,151	15,064	13,387	13,233	17,757	26,096		+4	-8	+9
San Antonio, Tex.	[r]19,263	18,438	[2]18,298	[2]23,971	[2]23,145	[2]25,859	[2]24,361	[2]23,854	26,691	23,598	25,761	29,074	41,630		+1	-4	+1
San Bernardino-Riverside-Ontario, Calif.	[r]20,086	19,334	16,399	19,866	21,835	22,425	23,269	21,131	22,492	22,990	25,588	29,781	46,831		+18	-4	+18
San Diego, Calif.	[r]36,773	33,581	30,534	37,764	38,533	40,562	42,747	41,298	42,554	41,382	42,129	49,116	74,186		+10	-9	+13
San Francisco-Oakland, Calif.	70,590	63,330	60,875	74,104	76,157	80,007	81,190	78,604	84,634	77,803	80,431	96,430	145,518		+4	-10	+6
San Jose, Calif.	27,541	26,130	24,365	29,519	30,636	31,668	33,433	29,811	32,864	33,448	32,785	38,743	59,802		+7	-5	+8
Savannah, Ga.	2,897	2,959	2,673	3,713	3,950	4,145	4,148	3,693	4,111	3,725	3,798	4,497	6,881		+11	+2	+9
Scranton, Pa.	3,879	3,417	3,162	4,435	4,767	4,792	4,587	4,223	5,062	5,030	5,270	7,021	9,181		+8	-12	+14
Seattle-Everett, Wash.	28,323	26,933	25,378	32,399	31,898	34,117	33,412	32,290	40,299	35,918	36,598	44,441	67,111		+6	-5	+7
Shreveport, La.	4,292	4,096	[2]3,984	5,160	5,322	6,000	5,521	5,353	6,058	4,955	5,339	6,378	9,458		+3	-5	+2
Sioux City, Iowa-Nebr.	3,141	2,888	2,706	3,626	3,609	4,033	3,952	3,691	4,173	3,778	3,930	4,659	6,763		+7	-8	+10
Sioux Falls, S. Dak.	2,612	2,399	2,052	2,870	2,802	3,063	3,334	2,886	3,572	3,256	3,222	3,988	5,249		+17	-8	+25
South Bend, Ind.	5,575	4,945	4,307	5,974	6,311	6,828	7,120	6,197	(3)	(3)	7,489	9,363	12,850		+15	-11	+15
Spokane, Wash.	6,786	7,276	6,320	8,068	8,465	8,859	8,576	8,263	9,789	8,985	9,918	10,955	16,391		+15	+7	+13
Springfield, Ill.	2,896	2,903	2,889	3,843	3,981	4,179	4,304	3,774	4,116	3,863	4,001	4,738	6,295		0	0	-4
Springfield, Mo.	3,901	4,181	4,021	5,094	5,145	5,760	5,657	5,352	6,246	5,428	5,727	6,612	[2]9,007		+4	+7	+1
Springfield, Ohio	2,768	2,816	2,592	3,206	3,556	3,461	(3)	3,994	4,162	4,072	4,115	5,009	8,272		+9	+2	+3
Stockton, Calif.	5,673	[2]5,348	4,867	6,073	6,364	6,839	7,017	6,459	7,063	6,785	7,459	8,203	11,822		[2]+10	[2]-6	+7
Syracuse, N.Y.	8,147	7,512	7,501	10,408	10,948	10,529	11,318	10,095	10,788	11,054	11,292	14,467	20,220		0	-8	+1
Tacoma, Wash.	6,872	6,632	6,320	8,114	8,417	8,770	8,521	8,343	10,240	9,389	8,984	10,714	16,572		+5	-3	+5
Tampa-St. Petersburg, Fla.	31,471	28,708	27,883	34,108	33,661	33,350	33,763	30,673	32,829	30,133	34,594	40,605	62,421		+3	-9	+8
Toledo, Ohio-Mich.	18,636	17,199	16,607	23,049	23,494	24,494	25,633	22,353	24,578	24,888	24,869	30,847	45,346		+5	-6	+6
Topeka, Kans.	3,394	3,288	3,237	4,386	4,517	4,909	4,759	4,666	4,968	4,508	4,608	5,473	7,999		+2	-3	+1
Trenton, N.J.	4,106	3,488	3,882	4,617	5,214	5,434	6,217	4,953	4,854	4,823	5,305	6,173	10,686		-10	-15	-8
Tucson, Ariz.	9,167	8,775	8,828	10,983	[2]10,947	11,772	11,473	[2]10,790	12,184	10,948	12,035	13,926	21,001		-1	-4	0
Tulsa, Okla.	[2]9,035	[2]8,807	[2]8,097	[2]11,110	[2]11,364	[2]12,418	[2]12,134	[2]11,693	[2]13,228	[2]11,702	[2]12,274	[2]14,432	[2]20,845		[2]+9	-3	[2]+9
Utica-Rome, N.Y.	3,375	3,081	2,969	3,945	4,452	4,233	4,452	4,111	4,334	4,147	4,590	5,602	7,969		+4	-9	+9
Waco, Tex.	3,226	3,113	2,848	3,657	3,892	4,159	4,043	3,864	4,408	3,569	3,795	4,658	7,043		+9	-4	+11
Washington, D.C.-Md.-Va.	70,146	66,547	65,965	80,354	86,818	91,603	90,233	78,497	87,385	85,247	95,081	107,416	151,703		+1	-5	+3
Waterloo, Iowa	3,500	3,282	2,926	3,997	3,904	4,439	4,543	4,133	4,679	4,163	4,451	5,659	7,869		+12	-6	+14
Wheeling, W. Va.-Ohio	[2]2,067	[2]1,984	2,045	[2]2,714	[2]2,812	[2]2,878	[2]3,047	[2]2,591	[2]2,984	[2]2,908	[2]2,893	[2]3,865	[2]5,429		-3	-4	-2
Wichita, Kans.	[2]6,076	[2]5,820	5,287	7,110	7,118	8,085	7,382	6,914	7,810	7,378	[2]8,071	[2]9,756	[2]14,131		+10	-4	+10
Wilkes-Barre-Hazelton, Pa.	5,020	4,580	5,217	6,807	7,094	7,443	7,115	6,231	6,961	6,940	7,176	9,924	13,104		-12	-9	-10
Worcester, Mass.	4,771	3,964	4,642	6,043	6,696	6,527	6,805	5,557	6,215	6,619	6,429	8,299	12,222		-15	-17	-9
Youngstown-Warren, Ohio	10,551	9,818	10,037	12,520	13,697	14,014	15,016	13,227	14,652	14,060	14,192	18,840	27,636		-2	-7	-1

See footnotes at end of table.

Table 10. Department Store Sales in Selected Areas: February 1974—Continued

(Sales in thousands of dollars. Data NOT ADJUSTED for seasonal variations, holiday or trading day differences)

Area	1974		1973											Percent change		
														Feb. 1974 from--		2 mos. 1974 from 2 mos. 1973
	Jan.	Feb.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1973	Jan. 1974	
CITIES																
Aberdeen, S. Dak.	385	351	338	455	447	493	509	502	553	522	515	610	798	+4	-9	+12
Battle Creek, Mich.	1,776	1,731	[2]1,655	2,365	2,472	2,684	2,828	2,453	2,685	2,617	2,494	3,093	4,734	+5	-3	+5
Bellingham, Wash.	1,064	1,056	1,011	1,328	1,359	1,403	1,449	1,401	1,681	1,480	1,511	1,688	2,380	+4	-1	0
Bridgeport, Conn.	2,850	2,534	2,489	3,380	3,424	3,551	3,756	3,214	3,476	3,619	3,728	4,932	6,985	+2	-11	+3
Buffalo, N.Y.	7,739	7,617	7,486	9,891	10,646	10,151	10,589	9,117	9,951	10,712	10,268	12,744	17,260	+2	-2	-3
Cambridge, Mass.	2,010	2,096	1,908	2,209	2,248	2,340	2,718	2,254	2,328	2,684	2,613	2,711	4,091	+10	+4	+7
Danville, Ill.	1,695	1,628	1,573	2,268	2,337	2,516	2,619	2,219	2,471	2,272	2,408	3,110	4,325	+3	-4	+5
Daytona Beach, Fla.	3,243	2,945	[2]2,713	[2]3,442	3,441	3,492	3,557	3,385	3,553	3,141	3,282	3,659	5,919	+9	-9	+17
Enid, Okla.	954	916	([1])	([1])	([1])	([1])	([1])	938	1,012	1,415	1,226	1,507	2,235	([1])	-4	([1])
Gary, Ind.	3,790	3,526	3,864	5,234	5,687	5,822	6,152	5,184	5,702	5,082	5,283	6,066	8,869	-9	-7	-7
Grand Forks, N. Dak.	1,114	1,021	922	1,264	1,322	1,484	1,588	1,401	1,619	1,543	1,531	1,760	2,358	+11	-8	+12
Greeley, Colo.	1,535	1,344	[2]1,078	[2]1,287	[2]1,692	[2]1,816	[2]1,804	1,872	2,049	1,882	1,867	2,197	3,535	[2]+25	-12	[2]+32
Hagerstown, Md.	1,712	1,554	1,611	2,344	2,396	2,439	2,552	2,318	2,389	2,241	2,444	3,289	5,019	-4	-9	-2
Huntington, W. Va.	2,521	2,549	2,283	3,084	3,363	[2]3,361	3,352	2,894	3,444	3,207	3,467	4,976	7,538	+12	+1	+10
Hutchinson, Kans.	[2]947	[2]924	[2]876	[2]1,103	[2]1,120	[2]1,218	[2]1,234	[2]1,188	[2]1,262	[2]1,239	[2]1,247	1,526	[2]2,083	[2]+5	[2]-2	[2]0
Idaho Falls, Idaho	1,062	955	853	1,153	1,118	1,250	1,267	1,289	1,536	1,326	1,316	1,573	2,315	+12	-10	+14
Joplin, Mo.	1,262	1,383	1,322	1,724	1,741	1,742	1,817	1,798	2,072	1,786	2,013	2,327	3,227	+5	+10	-4
La Crosse, Wis.	1,736	1,536	1,448	2,149	2,047	2,298	2,432	2,122	2,541	2,307	2,193	2,757	4,052	+6	-12	+9
Long Beach, Calif.	6,519	6,065	6,048	7,653	7,543	7,826	8,240	7,671	[2]8,034	[2]7,955	[2]8,087	[2]9,377	[2]13,620	0	-7	+2
Louisville, Ky.	6,752	6,350	6,849	9,014	9,539	9,987	8,998	8,140	8,602	7,797	8,996	10,585	14,291	-7	-6	-5
Mankato, Minn.	836	760	773	1,063	1,102	1,104	1,074	1,011	1,144	1,121	1,150	1,426	1,836	-2	-9	-3
Minneapolis, Minn.	9,933	10,042	9,644	11,254	10,984	11,779	11,589	10,168	11,393	11,581	13,492	14,906	18,425	+4	+1	+5
Minot, N. Dak.	1,317	1,361	1,137	1,600	1,638	1,881	1,881	1,709	2,097	2,042	2,078	2,187	2,951	+20	+3	+16
New York, N.Y.	121,143	107,611	102,828	116,768	126,827	137,428	138,637	110,208	144,844	133,928	146,794	170,914	246,825	+5	-11	+7
Newark, N.J.	5,947	6,815	6,043	7,104	7,033	7,774	7,326	6,088	6,499	7,404	7,567	8,813	13,291	+13	+15	-1
Niagara Falls, N.Y.	1,935	1,847	1,742	2,173	2,311	2,453	2,655	2,389	2,536	2,558	2,587	3,193	4,531	+6	-5	+12
Oakland, Calif.	7,075	6,424	6,511	8,158	8,343	8,588	8,610	9,161	9,240	7,948	8,188	9,547	14,807	-1	-9	+1
Paducah, Ky.	1,345	1,399	998	1,335	([3])	1,709	1,818	1,592	1,857	1,643	1,772	2,271	3,594	+40	+4	+42
Parkersburg, W. Va.	1,933	1,993	1,985	2,722	2,818	2,837	3,426	2,778	3,115	2,733	2,887	3,798	5,215	0	+3	-1
Pasadena, Calif.	6,779	6,057	5,993	7,518	7,874	7,705	8,281	8,398	7,870	7,793	8,495	9,332	14,651	+1	-11	+4
Port Huron, Mich.	1,218	1,065	1,168	1,664	1,806	1,830	1,972	[2]1,716	1,959	1,907	1,922	2,419	3,323	-9	-13	-7
Portsmouth, Ohio	783	814	760	985	1,034	1,095	1,177	1,086	1,186	1,104	1,237	1,593	[2]2,331	+7	+4	+5
Quincy, Ill.	1,173	1,125	1,003	1,430	1,440	1,543	1,598	1,397	1,588	1,575	1,665	2,214	2,921	+12	-4	+15
Quincy, Mass.	1,773	1,664	[2]1,760	[2]2,437	[2]2,737	[2]2,815	3,010	2,578	3,242	2,819	2,795	[2]3,153	4,617	-5	-6	-6
Rapid City, S. Dak.	1,302	1,269	1,156	1,428	1,634	1,864	1,908	1,956	2,054	1,896	1,811	2,068	2,908	+10	-3	+7
Rochester, Minn.	2,634	2,561	2,300	3,024	3,063	3,436	3,533	3,113	3,731	3,241	3,665	4,416	5,872	+11	-3	+15
Rochester, N.Y.	5,905	5,046	5,785	7,457	7,669	7,335	7,125	6,502	6,644	6,985	7,543	9,312	13,096	-13	-15	-10
Rome, Ga.	1,076	1,070	949	1,406	1,565	1,560	1,603	1,477	1,568	1,444	1,561	1,823	2,728	+13	-1	+11
St. Louis, Mo.	12,591	11,786	12,273	16,076	16,519	17,509	16,423	14,150	16,050	15,256	17,454	20,182	25,916	-4	-6	-4
St. Paul, Minn.	7,392	8,009	7,152	9,000	9,488	9,723	9,963	8,629	10,208	10,214	10,781	12,451	15,981	+12	+8	+16
San Francisco, Calif.	16,620	13,876	14,276	17,559	17,428	18,088	17,700	17,318	19,221	17,564	17,864	21,400	30,063	-3	-17	0
Seattle, Wash.	15,945	15,253	14,618	18,601	17,910	18,512	18,345	17,441	22,082	19,834	20,579	24,653	36,467	+4	-4	+3
Spartanburg, S.C.	2,101	1,883	[2]1,943	[2]2,691	2,962	2,931	2,877	2,684	2,900	2,582	2,856	3,361	4,887	[2]-3	-10	[2]+2
Syracuse, N.Y.	4,181	4,247	3,622	4,918	5,057	4,800	5,219	4,678	5,017	5,155	5,436	6,742	9,108	+17	+2	+11
Twin Falls, Idaho	874	776	545	710	722	775	762	820	899	770	780	1,342	1,758	+42	-11	+47
Walla Walla, Wash.	409	505	328	505	465	547	507	491	576	503	555	561	796	+54	+23	+37
Yakima, Wash.	1,575	1,630	1,398	2,011	1,923	2,089	2,096	2,095	2,348	2,352	2,375	2,533	3,648	+17	+3	+16
York, Pa.	2,084	1,841	1,782	2,329	2,531	2,434	2,501	2,204	2,388	2,530	2,571	3,439	5,043	+3	-12	+6
CENTRAL BUSINESS DISTRICTS																
Baltimore, Md.	4,770	4,174	4,361	5,725	6,012	5,403	5,234	4,353	4,908	5,233	6,355	7,639	9,214	-4	-12	-2
Boston, Mass.	12,158	11,849	11,405	13,723	14,381	14,633	13,859	11,795	13,611	15,270	15,921	20,491	27,468	+4	-3	-1
Chicago, Ill.	23,165	22,390	22,741	26,479	27,480	26,715	26,671	23,961	27,319	24,980	30,149	35,788	46,445	-2	-3	0
Cleveland, Ohio	8,110	6,636	6,131	7,949	8,930	9,263	6,891	7,800	8,658	8,745	10,256	11,475	14,228	+8	-18	+11
Los Angeles, Calif.	7,984	5,884	5,874	6,486	7,456	7,426	8,504	7,391	7,219	7,416	8,316	10,743	14,805	0	-26	+8
Oakland, Calif.	3,226	2,727	2,805	3,533	3,573	3,611	3,400	4,184	3,576	3,310	3,560	4,349	6,910	-3	-15	+2
Philadelphia, Pa.	13,040	10,868	11,159	13,708	14,659	15,005	11,736	11,712	11,871	14,735	15,905	21,831	25,474	-3	-17	+3
Pittsburgh, Pa.	11,291	10,010	9,726	12,945	13,499	12,471	13,306	10,197	12,150	13,108	13,778	18,317	21,469	+3	-11	+6
Washington, D.C.	6,567	6,192	6,972	7,942	8,736	9,794	7,627	6,696	7,028	7,322	8,760	9,452	13,602	-11	-6	-9
MISCELLANEOUS AREAS																
Alameda County, Calif.	22,012	20,081	19,195	23,664	24,612	26,101	26,373	25,719	26,914	24,576	25,248	30,668	48,338	+5	-9	+6
Boise and Nampa, Idaho	2,373	2,299	2,034	2,671	2,724	2,966	2,853	2,912	3,526	3,171	3,298	3,688	5,466	+13	-3	+12
Boston SMSA, excluding CBD	32,402	29,414	30,746	41,056	44,593	46,014	48,934	39,488	44,237	47,231	48,564	59,427	90,224	-4	-9	-5
Bristol-Kingsport-Johnson City, Tenn.-Va.	[r]3,657	3,365	3,167	4,564	4,742	5,007	5,188	4,413	5,052	4,553	4,928	6,020	9,142	+6	-8	+9
Chicago City, excluding CBD	32,627	30,913	30,690	40,639	43,412	45,294	49,831	40,978	42,638	42,291	46,086	50,826	71,707	+1	-5	0
Contra Costa County, Calif.	13,382	12,290	11,032	13,526	14,098	15,056	15,622	15,518	16,584	14,911	15,898	19,169	28,994	+11	-8	+12
Cumberland-Hagerstown, Md.	2,631	2,463	2,346	3,384	3,475	3,433	3,686	3,368	4,122	3,577	4,012	5,166	7,249	+5	-6	+5
Delaware (State)	10,584	10,374	11,391	15,074	16,686	16,890	16,668	13,655	16,527	16,429	16,588	23,350	31,086	-9	-2	-8
Fairfield County, Conn.	[r]12,818	11,375	11,029	14,165	14,894	[2]15,519	16,814	14,266	15,021	16,290	16,707	21,068	31,098	+3	-11	+5
Fairmont-Morgantown, W. Va.	1,111	992	1,061	1,453	1,442	1,458	1,560	1,567	1,657	1,456	1,508	1,813	2,449	-7	-11	-2
Hennepin County, Minn.	29,917	30,941	29,522	36,358	37,112	38,732	39,004	33,741	38,450	38,252	43,073	47,708	62,678	+5	+3	+6
Nassau County, N.Y.	[2]40,844	[2]35,089	[2]36,845	[2]44,387	[2]48,457	[2]50,932	[2]54,471	[2]43,662	[2]46,577	[2]51,635	[2]52,652	[2]66,792	[2]102,601	-5	-14	-3
Philadelphia SMSA, excl. CBD	67,102	56,062	56,817	75,294	81,562	83,011	82,223	68,473	75,420	83,526	86,628	115,355	166,955	-1	-16	+7
Ramsey County, Minn.	13,511	14,324	13,472	16,869	17,575	18,056	18,302	15,623	18,151	18,103	19,497	22,371	29,798	+6	+6	+7
San Fernando Valley, Calif.	19,830	18,005	17,917	21,928	21,864	23,572	24,733	22,080	23,148	23,013	24,889	28,712	42,850	0	-9	+3
Westchester County, N.Y.	19,142	18,059	18,500	22,498	24,172	26,094	27,595	22,046	22,941	25,650	26,330	32,214	50,195	-2	-6	-5
Westside Los Angeles, Calif.	6,768	6,152	6,130	7,644	8,363	8,709	8,820	7,477	7,745	7,964	8,964	9,768	14,085	0	-9	+3

Note: Sales made by mail order catalogue desks located within department stores of mail order firms are excluded from the department store statistics shown in this report. They are included in the statistics for mail order houses (department store merchandise) published in the Monthly Retail Trade Report.

[r]Revised.

[1]Not shown because of inadequate response. [2]Data are shown even though response is below the usual standard for publication. [3]Revised figures not available. [4]Includes Nassau and Suffolk Counties formerly included in the New York, N.Y. SMSA. [5]Includes New York City, Rockland and Westchester Counties, N.Y. The combination of this SMSA and the Nassau-Suffolk SMSA will result in the New York, N.Y. SMSA as previously defined by the Office of Management and Budget.

Table 10A. Number of Department Stores in Selected Areas: February 1974

Area	Number of stores
STANDARD METROPOLITAN STATISTICAL AREA	
Akron, Ohio	33
Albany-Schenectady-Troy, N.Y.	32
Albuquerque, N. Mex.	14
Anaheim-Santa Ana-Garden Grove, Calif.	61
Asheville, N.C.	10
Atlanta, Ga.	66
Augusta, Ga.	12
Bakersfield, Calif.	12
Baltimore, Md.	67
Baton Rouge, La.	17
Billings, Mont.	5
Binghamton, N.Y.-Pa.	13
Birmingham, Ala.	32
Boston, Mass.	95
Buffalo, N.Y.	69
Canton, Ohio	16
Cedar Rapids, Iowa	12
Charleston, S.C.	17
Charleston, W. Va.	15
Chattanooga, Tenn.-Ga.	15
Chicago, Ill.	219
Cincinnati, Ohio-Ky.-Ind.	51
Cleveland, Ohio	82
Columbia, S.C.	12
Columbus, Ohio	35
Corpus Christi, Tex.	9
Dallas, Tex.	71
Dayton, Ohio	48
Decatur, Ill.	7
Denver, Colo.	50
Des Moines, Iowa	13
Detroit, Mich.	119
Dubuque, Iowa	8
Duluth-Superior, Minn.-Wis.	10
El Paso, Tex.	16
Erie, Pa.	11
Eugene, Oreg.	8
Fargo-Moorehead, N. Dak.-Minn.	7
Flint, Mich.	22
Fort Smith, Ark.-Okla.	8
Fort Wayne, Ind.	20
Forth Worth, Tex.	44
Fresno, Calif.	13
Gary-Hammond-East Chicago, Ind.	31
Grand Rapids, Mich.	17
Great Falls, Mont.	6
Green Bay, Wis.	12
Greenville, S.C.	11
Greensboro-Winston-Salem-High Point, N.C.	30
Hartford, Conn.	39
Honolulu, Hawaii	22
Houston, Tex.	82
Indianapolis, Ind.	49
Jackson, Mich.	9
Jackson, Miss.	10
Jacksonville, Fla.	27
Kalamazoo, Mich.	8
Kansas City, Mo.-Kans.	49
Knoxville, Tenn.	21
Lancaster, Pa.	12
Lansing, Mich.	16
Lexington, Ky.	14
Lincoln, Nebr.	10
Little Rock-North Little Rock, Ark.	16
Los Angeles-Long Beach, Calif.	216
Louisville, Ky.-Ind.	46
Lowell, Mass.	8
STANDARD METRPOPLITAN STATISTICAL AREA--CON.	
Lynchburg, Va.	8
Macon, Ga.	12
Memphis, Tenn.-Ark.	34
Miami, Fla.	55
Milwaukee, Wis.	54
Minneapolis-St. Paul, Minn.	55
Mobile, Ala.	8
Montgomery, Ala.	12
Muncie, Ind.	7
Muskegon-Muskegon Heights, Mich.	5
Nassau-Suffolk, N.Y.[1]	68
New Orleans, La.	21
New York, N.Y.[2]	80
Newark, N.J.	35
Newport News-Hampton, Va.	17
Norfolk-Portsmouth, Va.	38
Oklahoma City, Okla.	30
Omaha, Nebr.-Iowa	24
Orlando, Fla.	27
Paterson-Clifton-Passaic, N.J.	32
Peoria, Ill.	13
Philadelphia, Pa.-N.J.	122
Phoenix, Ariz.	46
Pittsburg, Pa.	69
Portland, Maine	12
Portland, Oreg.-Wash.	27
Providence-Pawtucket-Warwick, R.I.-Mass.	31
Raleigh, N.C.	13
Reading, Pa.	10
Richmond, Va.	22
Roanoke, Va.	15
Rochester, N.Y.	31
Sacramento, Calif.	28
St. Joseph, Mo.	8
St. Louis, Mo.-Ill.	78
Salem, Oreg.	7
Salt Lake City, Utah	19
San Antonio, Tex.	37
San Bernardino-Riverside-Ontario, Calif.	42
San Diego, Calif.	56
San Francisco-Oakland, Calif.	86
San Jose, Calif.	35
Savannah, Ga.	6
Scranton, Pa.	9
Seattle-Everett, Wash.	44
Shreveport, La.	12
Sioux City, Iowa-Nebr.	7
Sioux Falls, S. Dak.	8
South Bend, Ind.	13
Spokane, Wash.	15
Springfield, Ill.	7
Springfield, Mo.	11
Springfield, Ohio	10
Stockton, Calif.	9
Syracuse, N.Y.	27
Tacoma, Wash.	13
Tampa-St. Petersburg, Fla.	53
Toledo, Ohio-Mich.	45
Topeka, Kans.	11
Trenton, N.J.	11
Tucson, Ariz.	14
Tulsa, Okla.	19
Utica-Rome, N.Y.	13
Waco, Tex.	11
Washington, D.C.-Md.-Va.	91
Waterloo, Iowa	10
Wheeling, W. Va.-Ohio	8
Wichita, Kans.	14
Wilkes-Barre-Hazleton, Pa.	19
Worcester, Mass.	14
Youngstown-Warren, Ohio	29
CITIES	
Aberdeen, S. Dak.	3
Battle Creek, Mich.	4
Bellingham, Wash.	4
Bridgeport, Conn.	6
Buffalo, N.Y.	14
Cambridge, Mass.	5
Danville, Ill.	7
Daytona Beach, Fla.	7
Enid, Okla.	5
Gary, Ind.	9
Grand Forks, N. Dak.	4
Greeley, Colo.	6
Hagerstown, Md.	8
Huntington, W. Va.	9
Hutchinson, Kans.	5
Idaho Falls, Idaho	5
Joplin, Mo.	6
La Crosse, Wis.	6
Long Beach, Calif.	12
Louisville, Ky.	15
Mankato, Minn.	4
Minneapolis, Minn.	5
Minot, N. Dak.	5
New York, N.Y.	51
Newark, N.J.	6
Niagara Falls, N.Y.	7
Okland, Calif.	7
Paducah, Ky.	6
Parkersburg, W. Va.	7
Pasadena, Calif.	6
Port Huron, Mich.	4
Portsmouth, Ohio	4
Quincy, Ill.	5
Quincy, Mass.	5
Rapid City, S. Dak.	4
Rochester, Minn.	7
Rochester, N.Y.	5
Rome, Ga.	4
St. Louis, Mo.	18
St. Paul, Minn.	9
San Francisco, Calif.	13
Seattle, Wash.	17
Spartanburg, S.C.	8
Syracuse, N.Y.	11
Twin Falls, Idaho	4
Walla Walla, Wash.	4
Yakima, Wash.	5
York, Pa.	7
CENTRAL BUSINESS DISTRICTS	
Baltimore, Md.	5
Boston, Mass.	4
Chicago, Ill.	6
Cleveland, Ohio	3
Los Angeles, Calif.	4
Oakland, Calif.	3
Philadelphia, Pa.	4
Pittsburgh, Pa.	3
Washington, D.C.	4
MISCELLANEOUS AREAS	
Alameda County, Calif.	30
Boise and Nampa, Idaho	9
Boston SMSA, excluding CBD	91
Briston-Kingsport-Johnson City, Tenn.-Va	14
Chicago City excluding CBD	53
Contra Costa County, Calif.	17
Cumberland-Hagerstown, Md.	12
Delaware (State)	26
Fairfield County, Conn.	27
Fairmont-Morgantown, W. Va.	5
Hennepin County, Minn.	25
Nassau County, N.Y.	43
Philadelphia SMSA, excl. CBD	118
Ramsey County, Minn.	18
San Fernando Valley, Calif.	24
Westchester County, N.Y.	23
Westside Los Angeles, Calif.	9

[1]Includes Nassau and Suffolk Countries formerly included in the New York, N.Y. SMSA. [2]Includes New York City, Rockland and Westchester Counties, N.Y. The combination of this SMSA and the Nassau-Suffolk SMSA will result in the New York, N.Y. SMSA as previously defined by the Office of Management and Budget.

Table 11. Estimated End-of-Month Accounts Receivable, Charge and Installment, for all Retail Stores: United States, by Kind of Business

(Millions of dollars)

Kind of business	1974		1973											Percent change Feb. 1974 from--	
	Jan.	Feb.[1]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1973	Jan. 1974
TOTAL ACCOUNTS RECEIVABLE	Data NOT ADJUSTED for seasonal variations and holiday differences[2]														
United States, total	25,994	25,807	23,703	23,655	23,957	24,547	24,712	24,353	24,582	24,762	25,272	25,752	27,038	+9	-1
Durable goods stores, total	8,138	8,087	7,822	7,910	8,065	8,367	8,541	8,452	8,592	8,601	8,674	8,446	8,520	+3	-1
Nondurable goods stores, total	17,856	17,720	15,881	15,745	15,892	16,180	16,171	15,901	15,990	16,161	16,598	17,306	18,518	+12	-1
Food group	287	281	278	278	288	293	295	290	298	280	269	276	301	+1	-2
Grocery stores	211	207	209	211	217	220	221	217	227	208	203	202	225	-1	-2
Eating and drinking places	202	198	201	202	201	187	189	176	184	193	215	224	234	-1	-2
General merchandise group with nonstores	13,348	13,158	11,764	11,629	11,664	11,690	11,798	11,778	11,924	12,074	12,366	12,886	13,893	+12	-1
General merchandise group without non-stores (except department stores mail order)	12,783	12,559	11,183	11,023	11,080	11,111	11,245	11,219	11,347	11,491	11,796	12,299	13,348	+12	-2
Department stores and dry goods, general merchandise stores	10,347	10,090	8,898	8,768	8,810	8,844	8,962	8,918	9,056	9,198	9,449	9,853	10,769	+13	-2
Department stores	9,483	9,251	8,150	8,016	8,069	8,072	8,176	8,140	8,273	8,392	8,646	9,031	9,879	+14	-2
Mail-order houses (department store merchandise)	1,871	1,855	1,705	1,702	1,712	1,706	1,708	1,720	1,715	1,724	1,783	1,864	1,919	+9	-1
Apparel group	1,550	1,445	1,350	1,357	1,372	1,358	1,353	1,348	1,344	1,384	1,388	1,491	1,708	+7	-7
Women's ready-to-wear stores	649	610	547	562	563	561	574	570	559	583	589	628	697	+12	-6
Furniture and appliance group	2,816	2,773	2,678	2,645	2,675	2,693	2,679	2,696	2,753	2,769	2,725	2,709	2,927	+4	-2
Furniture, home furnishings stores	2,094	2,072	1,947	1,951	1,959	1,967	1,955	1,999	2,025	2,045	2,016	2,025	2,175	+6	-1
Furniture stores	1,914	1,898	1,778	1,793	1,803	1,806	1,777	1,832	1,851	1,860	1,824	1,846	1,981	+7	-1
Household appliance, TV, radio stores	622	601	649	616	638	639	639	610	634	630	618	592	652	-7	-3
Household appliance dealers	534	518	569	535	548	560	564	521	543	541	534	504	555	-9	-3
Building materials, hardware, farm equipment group	2,252	2,305	2,143	2,277	2,422	2,624	2,749	2,720	2,804	2,775	2,755	2,559	2,362	+8	+2
Lumber and other building materials dealers[3]	1,636	1,652	1,556	1,641	1,740	1,886	1,983	1,990	2,047	1,958	1,957	1,874	1,727	+6	+1
Automotive group	2,283	2,264	2,249	2,272	2,269	2,318	2,390	2,341	2,339	2,352	2,473	2,435	2,344	+1	-1
Passenger car dealers[4]	1,081	1,075	1,103	1,136	1,120	1,143	1,172	1,142	1,113	1,132	1,197	1,195	1,100	-3	-1
Passenger car dealers (franchised)	995	988	1,018	1,045	1,025	1,050	1,078	1,051	1,019	1,039	1,108	1,105	1,012	-3	-1
Tire, battery, accessory dealers	1,118	1,101	1,052	1,037	1,050	1,076	1,130	1,114	1,142	1,133	1,184	1,155	1,156	+5	-2
Gasoline service stations	367	371	373	383	377	397	386	386	387	378	387	386	374	-1	+1
CHARGE ACCOUNTS															
United States, total	10,012	10,013	9,333	9,441	9,705	10,195	10,205	9,823	9,948	10,047	10,260	10,337	10,445	+7	0
Durable goods stores, total	4,932	4,943	4,684	4,829	4,981	5,219	5,385	5,320	5,450	5,457	5,501	5,356	5,180	+6	0
Nondurable goods stores, total	5,080	5,070	4,649	4,612	4,724	4,976	4,820	4,503	4,498	4,590	4,759	4,981	5,265	+9	0
Food group	273	267	262	264	274	279	279	277	285	270	255	263	288	+2	-2
General merchandise group with nonstores	1,360	1,266	1,182	1,154	1,173	1,173	1,133	1,082	1,133	1,202	1,226	1,318	1,477	+7	-7
General merchandise group without non-stores (except department stores mail order)	1,195	1,093	1,015	985	1,001	1,002	984	935	974	1,042	1,055	1,143	1,324	+8	-9
Department stores and dry goods, general merchandise sotres	1,144	1,043	955	935	945	946	937	891	915	984	998	1,086	1,272	+9	-9
Department stores	978	886	816	788	794	785	777	728	755	818	841	926	1,099	+9	-9
Apparel group	900	826	831	826	822	811	808	786	783	816	831	876	1,011	-1	-8
Furniture and appliance group	941	926	844	847	849	842	867	894	918	932	929	958	1,011	+10	-2
Furniture, home furnishings stores	676	670	606	614	616	604	627	655	674	679	683	700	732	+11	-1
Building materials, hardware, farm equipment group	2,088	2,150	1,989	2,127	2,267	2,453	2,572	2,546	2,635	2,601	2,579	2,406	2,199	+8	+3
Lumber and other building materials dealers[3]	1,560	1,585	1,495	1,579	1,681	1,812	1,907	1,917	1,974	1,882	1,885	1,811	1,660	+6	+2
Automotive group	1,370	1,366	1,372	1,389	1,397	1,434	1,468	1,419	1,427	1,452	1,519	1,495	1,390	0	0
Passenger car dealers (franchised)	855	850	867	885	868	894	917	887	909	936	948	942	863	-2	-1
Gasoline service stations	358	362	362	372	367	387	376	374	375	367	377	377	365	0	+1
INSTALLMENT ACCOUNTS															
United States, total	15,982	15,794	14,370	14,214	14,252	14,352	14,507	14,530	14,634	14,715	15,012	15,415	16,593	+10	-1
Durable goods stores, total	3,206	3,144	3,138	3,081	3,084	3,148	3,156	3,132	3,142	3,144	3,173	3,090	3,340	0	-2
Nondurable goods stores, total	12,776	12,650	11,232	11,133	11,168	11,204	11,351	11,398	11,492	11,571	11,839	12,325	13,253	+13	-1
General merchandise group with nonstores	11,988	11,892	10,582	10,475	10,491	10,517	10,665	10,696	10,791	10,872	11,140	11,568	12,416	+12	-1
General merchandise group without non-stores (except department stores mail order)	11,588	11,466	10,168	10,038	10,079	10,109	10,261	10,284	10,373	10,449	10,741	11,156	12,024	+13	-1
Department stores and dry goods, general merchandise stores	9,203	9,047	7,943	7,833	7,865	7,898	8,025	8,027	8,141	8,214	8,451	8,767	9,497	+14	-2
Department stores	8,505	8,365	7,334	7,228	7,275	7,287	7,399	7,412	7,518	7,574	7,805	8,105	8,780	+14	-2
Apparel group	650	619	519	531	550	547	545	562	561	568	557	615	697	+19	-5
Furniture and appliance group	1,875	1,847	1,834	1,798	1,826	1,851	1,812	1,802	1,835	1,837	1,796	1,751	1,916	+1	-1
Furniture, home furnishings stores	1,418	1,402	1,341	1,337	1,343	1,363	1,328	1,344	1,351	1,366	1,333	1,325	1,443	+5	-1
Household appliance, TV, radio stores	398	385	449	422	444	435	431	410	429	419	409	376	415	-14	-3
Building materials, hardware, farm equipment group	164	155	154	150	155	171	177	174	169	174	176	153	163	+1	-5
Automotive group	913	898	877	883	872	884	922	922	912	900	954	940	954	+2	-2
Tire, battery, accessory dealers	714	707	669	660	654	669	702	698	694	693	733	717	740	+6	-1

See footnotes at end of table.

Table 11. Estimated End- of-Month Accounts Receivable, Charge and Installment, for all Retail Stores: United States, by Kind of Business—Continued

(Millions of dollars)

Kind of business	1974		1973											Percent change Feb. 1974 from--	
	Jan.	Feb.[1]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1973	Jan. 1974
	Data ADJUSTED for seasonal variations and holiday differences[2]														
TOTAL ACCOUNTS RECEIVABLE															
United States, total	25,534	26,115	23,983	24,106	24,232	24,665	24,790	24,869	25,064	24,943	25,341	25,449	25,375	+9	+2
Durable goods stores, total	8,351	8,432	8,123	8,205	8,276	8,467	8,383	8,394	8,482	8,352	8,397	8,345	8,351	+4	+1
Nondurable goods stores, total	17,183	17,683	15,860	15,901	15,956	16,198	16,407	16,475	16,582	16,591	16,944	17,104	17,024	+11	+3
Food group	294	289	289	282	286	296	296	283	292	289	276	274	283	0	-2
General merchandise group with nonstores	12,740	13,174	11,786	11,931	11,987	12,060	12,121	12,163	12,198	12,215	12,517	12,633	12,519	+12	+3
General merchandise group without nonstores (except department stores mail order)	12,198	12,581	11,212	11,323	11,407	11,483	11,575	11,598	11,611	11,610	11,937	12,020	12,014	+12	+3
Department stores	8,954	9,195	8,106	8,153	8,223	8,246	8,395	8,452	8,535	8,603	8,854	8,934	8,818	+13	+3
Mail-order houses (department store merchandise)	1,817	1,838	1,683	1,702	1,709	1,713	1,738	1,779	1,775	1,768	1,805	1,824	1,814	+9	+1
Apparel group	1,452	1,477	1,369	1,400	1,397	1,403	1,421	1,443	1,434	1,422	1,404	1,423	1,431	+8	+2
Women's ready-to-wear stores	608	627	554	573	561	583	627	637	607	591	578	591	577	+13	+3
Furniture and appliance group	2,725	2,768	2,678	2,694	2,742	2,795	2,756	2,805	2,813	2,750	2,698	2,666	2,714	+3	+2
Furniture, home furnishings stores	2,042	2,067	1,952	1,979	1,981	2,018	1,988	2,053	2,043	2,068	2,023	2,005	2,045	+6	+1
Furniture stores	1,862	1,890	1,782	1,813	1,814	1,839	1,799	1,883	1,873	1,898	1,839	1,831	1,853	+6	+2
Household appliance, TV, radio stores	602	598	641	640	668	684	673	648	650	611	596	584	584	-7	-1
Household appliance dealers	517	515	562	560	582	602	596	542	550	528	509	497	506	-8	0
Building materials, hardware, farm equipment group	2,539	2,625	2,416	2,483	2,544	2,632	2,603	2,581	2,591	2,500	2,516	2,494	2,507	+9	+3
Lumber and other building materials dealers[3]	1,818	1,871	1,739	1,795	1,832	1,924	1,901	1,893	1,881	1,778	1,790	1,797	1,808	+8	+3
Automotive group	2,385	2,302	2,283	2,293	2,270	2,292	2,282	2,295	2,363	2,362	2,440	2,428	2,361	+1	-3
Passenger car dealers (franchised)	1,028	994	1,013	1,040	1,028	1,046	1,038	1,041	1,054	1,047	1,080	1,091	1,026	-2	-3
Tire, battery, accessory dealers	1,178	1,141	1,104	1,073	1,063	1,064	1,067	1,060	1,122	1,126	1,172	1,162	1,163	+3	-3
Gasoline service stations	373	378	389	387	385	388	376	376	390	377	377	382	384	-3	+1
CHARGE ACCOUNTS															
United States, total	10,223	10,462	9,749	9,800	9,785	10,040	9,995	9,897	10,037	9,988	10,090	10,183	9,991	+7	+2
Durable goods stores, total	5,208	5,304	5,010	5,099	5,167	5,251	5,218	5,221	5,302	5,192	5,214	5,246	5,170	+6	+2
Nondurable goods stores, total	5,015	5,158	4,739	4,701	4,618	4,789	4,777	4,676	4,735	4,796	4,876	4,937	4,821	+9	+3
General merchandise group with nonstores	1,297	1,325	1,244	1,275	1,233	1,219	1,159	1,148	1,179	1,219	1,239	1,248	1,184	+7	+2
General merchandise group without nonstores (except department stores mail order)	1,141	1,149	1,074	1,101	1,059	1,051	1,008	996	1,015	1,055	1,066	1,072	1,043	+7	+1
Department stores	885	896	823	845	815	825	822	803	824	867	873	877	843	+9	+1
Apparel group	845	859	858	875	835	840	853	851	842	823	821	830	829	0	+2
Furniture and appliance group	934	945	866	878	892	885	886	922	925	920	907	934	912	+9	+1
Furniture, home furnishings stores	673	672	614	627	635	633	641	672	677	680	672	684	682	+9	0
Building materials, hardware, farm equipment group	2,373	2,471	2,265	2,330	2,394	2,465	2,429	2,404	2,422	2,335	2,353	2,334	2,339	+9	+4
Lumber and other building materials dealers[3]	1,743	1,803	1,678	1,728	1,771	1,841	1,823	1,817	1,806	1,709	1,729	1,741	1,735	+7	+3
Automotive group	1,432	1,391	1,396	1,404	1,391	1,405	1,399	1,408	1,464	1,455	1,475	1,482	1,411	0	-3
Passenger car dealers (franchised)	880	851	862	883	859	884	879	885	900	889	924	932	874	-1	-3
Gasoline service stations	365	369	376	374	374	375	364	365	371	371	369	375	376	-2	+1
INSTALLMENT ACCOUNTS															
United States, total	15,311	15,653	14,234	14,306	14,447	14,625	14,795	14,972	15,027	14,955	15,251	15,266	15,384	+10	+2
Durable goods stores, total	3,143	3,128	3,113	3,106	3,109	3,216	3,165	3,173	3,180	3,160	3,183	3,099	3,181	0	0
Nondurable goods stores, total	12,168	12,525	11,121	11,200	11,338	11,409	11,630	11,799	11,847	11,795	12,068	12,167	12,203	+13	+3
General merchandise group with nonstores	11,443	11,849	10,542	10,656	10,754	10,841	10,962	11,015	11,019	10,996	11,278	11,385	11,335	+12	+4
General merchandise group without nonstores (except department stores mail order)	11,057	11,432	10,138	10,222	10,348	10,432	10,567	10,602	10,596	10,555	10,871	10,948	10,971	+13	+3
Department stores	8,069	8,299	7,283	7,308	7,408	7,421	7,573	7,649	7,711	7,736	7,981	8,057	7,975	+14	+3
Apparel group	607	618	511	525	562	563	568	592	592	599	583	593	602	+21	+2
Furniture and appliance group	1,791	1,823	1,812	1,816	1,850	1,910	1,870	1,883	1,888	1,830	1,791	1,732	1,802	+1	+2
Furniture, home furnishings stores	1,369	1,395	1,338	1,352	1,346	1,385	1,347	1,381	1,366	1,388	1,351	1,321	1,363	+4	+2
Household appliance, TV, radio stores	382	372	429	431	462	470	466	433	440	409	396	372	385	-13	-3
Automotive group	953	911	887	889	879	887	883	887	899	907	965	946	950	+3	-4
Tire, battery, accessory dealers	738	724	691	673	658	662	663	668	680	693	747	729	737	+5	-2

[1]Preliminary estimates, see Explanatory Material, page 24.
[2]Accounts receivable data contain no significant trading day differences.
[3]Includes lumber yards, building materials dealers; paint, plumbing, and electrical stores.
[4]Includes both franchised and nonfranchised car dealers.

Table 12. Estimated End-of-Month Accounts Receivable, Charge and Installment, for Organizations Operating 11 or More Retail Stores: United States, by Kind of Business

(Millions of dollars)

Kind of business	1974		1973											Percent change Feb. 1974 from--	
	Jan.	Feb.[1]	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Feb. 1973	Jan. 1974
TOTAL ACCOUNTS RECEIVABLE	Data NOT ADJUSTED for seasonal variations and holiday differences[2]														
United States, total	15,164	14,967	13,597	13,387	13,468	13,574	13,730	13,657	13,805	13,925	14,211	14,645	15,711	+10	-1
Durable goods stores, total	1,882	1,862	1,860	1,801	1,846	1,932	1,969	1,918	1,928	1,929	1,929	1,837	1,917	0	-1
Nondurable goods stores, total	13,282	13,105	11,737	11,586	11,622	11,642	11,761	11,739	11,877	11,996	12,282	12,808	13,794	+12	-1
General merchandise group with nonstores	12,165	12,007	10,741	10,605	10,626	10,646	10,761	10,777	10,933	11,035	11,291	11,731	12,635	+12	-1
General merchandise group without nonstores (except department stores mail order)	11,778	11,603	10,332	10,174	10,212	10,239	10,371	10,385	10,533	10,630	10,907	11,327	12,254	+12	-1
Department stores and dry goods, general merchandise stores	9,501	9,292	8,187	8,062	8,088	8,112	8,221	8,210	8,365	8,461	8,708	9,057	9,848	+13	-2
Department stores	8,825	8,634	7,580	7,465	7,501	7,509	7,603	7,601	7,747	7,835	8,076	8,405	9,143	+14	-2
Apparel group	639	600	558	551	550	550	549	543	533	546	547	593	665	+8	-6
Furniture and appliance group	713	705	739	696	703	730	721	692	695	710	695	658	705	-5	-1
Tire, battery, accessory dealers	720	714	675	663	676	687	716	711	716	713	735	724	737	+6	-1
CHARGE ACCOUNTS															
United States, total	1,903	1,842	1,751	1,703	1,751	1,787	1,788	1,705	1,745	1,785	1,826	1,883	1,972	+5	-3
Durable goods stores, total	451	455	467	468	508	546	564	547	562	547	534	483	455	-3	+1
Nondurable goods stores, total	1,452	1,387	1,284	1,235	1,243	1,241	1,224	1,158	1,183	1,238	1,292	1,400	1,517	+8	-4
General merchandise group with nonstores	861	791	729	697	714	710	690	662	707	745	765	824	917	+9	-8
General merchandise group without nonstores (except department stores mail order)	765	690	636	602	613	609	597	570	611	647	661	721	829	+8	-10
Department stores and dry goods, general merchandise stores	725	650	598	568	573	568	563	538	564	601	614	675	789	+9	-10
Department stores	691	619	561	532	537	530	527	502	528	565	580	640	749	+10	-10
Apparel group	190	172	182	173	150	155	155	146	136	149	154	165	184	-5	-9
Furniture and appliance group	26	27	34	36	36	36	34	35	34	35	29	30	25	-21	+4
INSTALLMENT ACCOUNTS															
United States, total	13,261	13,125	11,846	11,684	11,717	11,787	11,942	11,952	12,060	12,140	12,385	12,762	13,739	+11	-1
Durable goods stores, total	1,431	1,407	1,393	1,333	1,338	1,386	1,405	1,371	1,366	1,382	1,395	1,354	1,462	+1	-2
Nondurable goods stores, total	11,830	11,718	10,453	10,351	10,379	10,401	10,537	10,581	10,694	10,758	10,990	11,408	12,277	+12	-1
General merchandise group with nonstores	11,304	11,216	10,012	9,908	9,912	9,936	10,071	10,115	10,226	10,290	10,526	10,907	11,718	+12	-1
General merchandise group without nonstores (except department stores mail order)	11,013	10,913	9,696	9,572	9,599	9,630	9,774	9,815	9,922	9,983	10,246	10,606	11,425	+13	-1
Department stores and dry goods, general merchandise stores	8,776	8,642	7,589	7,494	7,515	7,544	7,658	7,672	7,801	7,860	8,094	8,382	9,059	+14	-2
Department stores	8,134	8,015	7,019	6,933	6,964	6,979	7,076	7,099	7,219	7,270	7,496	7,765	8,394	+14	-1
Apparel group	449	428	376	378	400	395	394	397	397	397	393	428	481	+14	-5
Furniture and appliance group	687	678	705	660	667	694	687	657	661	675	666	628	680	-4	-1
TOTAL ACCOUNTS RECEIVABLE	Data ADJUSTED for seasonal variations and holiday differences[2]														
United States, total	14,565	14,910	13,552	13,576	13,718	13,878	14,059	14,136	14,135	14,109	14,366	14,524	14,374	+10	+2
Durable goods stores, total	1,903	1,889	1,905	1,877	1,880	1,981	1,935	1,901	1,885	1,889	1,905	1,848	1,904	-1	-1
Nondurable goods stores, total	12,662	13,021	11,647	11,699	11,838	11,897	12,124	12,235	12,250	12,220	12,461	12,676	12,470	+12	+3
General merchandise group with nonstores	11,618	11,985	10,716	10,831	10,942	11,029	11,147	11,130	11,204	11,176	11,396	11,505	11,390	+12	+3
General merchandise group without nonstores (except department stores mail order)	11,224	11,574	10,297	10,392	10,530	10,623	10,773	10,745	10,813	10,770	11,003	11,088	11,009	+12	+3
Department stores	8,364	8,584	7,532	7,575	7,637	7,667	7,816	7,888	8,000	8,003	8,264	8,355	8,195	+14	+3
Apparel group	586	601	555	556	562	576	588	590	573	568	552	566	561	+8	+3
Furniture and appliance group	688	681	721	703	711	751	738	723	707	707	679	663	679	-6	-1
Tire, battery, accessory dealers	760	733	704	679	675	671	676	680	692	710	745	749	747	+4	-4
CHARGE ACCOUNTS															
United States, total	1,906	1,933	1,836	1,804	1,800	1,808	1,808	1,783	1,779	1,764	1,800	1,779	1,784	+5	+1
Durable goods stores, total	489	503	518	529	542	568	547	524	520	499	496	466	475	-3	+3
Nondurable goods stores, total	1,417	1,430	1,318	1,275	1,258	1,240	1,261	1,259	1,259	1,265	1,304	1,313	1,309	+8	+1
General merchandise group with nonstores	837	824	759	756	749	755	735	707	749	758	763	759	732	+9	-2
General merchandise group without nonstores (except department stores mail order)	735	715	659	654	644	654	645	616	657	666	664	659	641	+8	-3
Department stores	632	625	562	565	553	560	566	569	581	600	607	590	571	+11	-1
Apparel group	174	178	189	183	151	162	174	166	151	148	147	152	151	-6	+2
Furniture and appliance group	26	28	33	39	37	36	35	36	33	33	29	30	23	-15	+8
INSTALLMENT ACCOUNTS															
United States, total	12,659	12,977	11,716	11,772	11,918	12,070	12,251	12,353	12,356	12,345	12,566	12,745	12,590	+11	+3
Durable goods stores, total	1,414	1,386	1,387	1,348	1,338	1,413	1,388	1,377	1,365	1,390	1,409	1,382	1,429	0	-2
Nondurable goods stores, total	11,245	11,591	10,329	10,424	10,580	10,657	10,863	10,976	10,991	10,955	11,157	11,363	11,161	+12	+3
General merchandise group with nonstores	10,781	11,161	9,957	10,075	10,193	10,274	10,412	10,423	10,455	10,418	10,633	10,746	10,658	+12	+4
General merchandise group without nonstores (except department stores mail order)	10,489	10,859	9,638	9,738	9,886	9,969	10,128	10,129	10,156	10,104	10,339	10,429	10,368	+13	+4
Department stores	7,732	7,959	6,970	7,010	7,084	7,107	7,250	7,319	7,419	7,403	7,657	7,765	7,624	+14	+3
Apparel group	412	423	366	373	411	414	414	424	422	420	405	414	410	+16	+3
Furniture and appliance group	662	653	688	664	674	715	703	687	674	674	650	633	656	-5	-1

Note: Data in this table represent only outstanding balances held by retail stores as of the end of the months indicated. Amounts transferred to commercial banks and other financial institutions during a specific month are not included in these totals but do contribute to the variations in the month-to-month and year-to-year percent changes. Sampling variabilities are shown in table 21.

[1]Preliminary estimates, see Explanatory Material, page 24.
[2]Accounts receivable data contain no significant trading day differences.

Table 13. Estimated Range of Sampling Variability of Sales of All Retail Stores: United States by Kind of Business

(Percent)

Kind of business	Preliminary estimates		Final estimates		Ratio of 2 consecutive months[1]		Year-to-year ratio[2]
	Range	Median	Range	Median	Range	Median	
United States, total	0.5-0.7	0.7	0.5-0.7	0.6	0.2-0.3	0.2	0.4
Durable goods stores, total	1.1-1.7	1.3	1.0-1.4	1.2	0.3-0.7	0.6	0.9
Nondurable goods stores, total	0.7-1.0	0.8	0.7-0.8	0.8	0.2-0.2	0.2	0.6
Food group	0.9-1.5	1.2	0.9-1.5	1.1	0.2-0.4	0.2	0.5
Grocery stores	1.0-1.6	1.2	1.0-1.5	1.2	0.2-0.4	0.2	0.6
Meat markets	4.9-6.7	5.8	5.0-6.2	5.6	1.0-2.1	1.1	4.3
Bakery products stores	5.2-5.8	5.5	4.8-5.5	5.0	1.1-5.3	1.9	5.8
Eating and drinking places	2.4-3.0	2.6	2.1-2.9	2.5	0.7-2.3	0.8	1.9
Eating places	2.7-3.5	3.0	2.2-3.3	2.8	0.8-1.8	0.9	2.1
Restaurants, cafeterias, lunchrooms	2.8-3.3	3.1	2.3-2.6	2.6	1.0-1.8	1.1	2.3
Drinking places	3.6-4.6	4.2	3.6-4.4	4.0	0.5-2.0	1.2	3.2
General merchandise group, with nonstores	0.7-0.9	0.8	0.8-0.9	0.8	0.2-0.3	0.2	0.5
Department stores and dry goods, general merchandise stores	0.9-1.1	0.9	0.9-1.1	1.0	0.3-0.4	0.3	0.8
Department stores	0.8-0.8	0.8	0.7-0.7	0.7	0.3-0.3	0.3	0.3
Variety stores	1.5-2.5	1.6	1.3-2.5	1.6	0.4-0.7	0.6	1.1
Mail order houses (department store merchandise)	0.2-1.2	0.4	0.3-1.2	0.6	0.1-0.4	0.1	0.1
Apparel group	2.3-2.5	2.4	2.2-2.3	2.2	0.6-0.9	0.7	1.2
Men's, boys' wear stores	4.5-5.5	4.6	4.4-5.1	4.6	1.3-1.8	1.4	3.3
Men's, boys' clothing, furnishings stores	4.5-5.6	4.7	4.4-5.2	4.6	1.3-1.8	1.4	3.1
Women's apparel, accessory stores	3.2-3.8	3.4	3.0-3.3	3.2	1.1-1.8	1.5	2.2
Women's ready-to-wear stores	3.3-4.0	3.7	3.2-3.6	3.3	0.9-1.5	1.2	2.2
Family clothing stores	4.0-5.8	4.7	4.2-5.0	4.9	0.9-1.8	1.2	2.1
Shoe stores	2.9-3.6	3.2	2.8-3.4	3.0	0.8-1.6	1.3	2.6
Furniture and appliance group	3.1-3.3	3.2	2.7-3.3	3.0	1.1-1.4	1.3	3.3
Furniture, home furnishings stores	3.4-3.7	3.6	3.0-3.5	3.3	1.1-1.8	1.6	3.8
Furniture stores	3.4-4.3	4.1	3.2-4.1	3.7	1.2-2.2	1.8	4.4
Household appliance, TV, radio stores	5.0-6.5	5.2	4.2-5.7	4.8	2.0-3.2	2.4	4.6
Household appliance dealers	5.6-7.9	6.0	5.0-6.8	5.7	2.0-4.4	2.4	5.7
Building materials, hardware, farm equipment group	2.6-3.2	2.8	2.6-3.2	2.8	1.1-1.4	1.1	2.6
Lumber and other building materials dealers	3.4-3.9	3.6	3.0-4.0	3.6	1.0-1.5	1.2	2.1
Hardware stores	4.9-7.5	6.4	4.7-7.6	6.2	1.9-3.2	2.6	6.1
Automotive group	1.5-2.4	1.7	1.4-1.7	1.7	0.6-1.0	0.7	0.9
Passenger car, other automotive dealers	1.6-2.4	1.8	1.5-1.9	1.8	0.6-1.0	0.6	1.0
Passenger car dealers	1.6-2.3	1.8	1.5-2.0	1.8	0.6-1.0	0.6	0.9
Passenger car dealers (franchised)	1.6-2.3	1.8	1.4-2.0	1.8	0.6-1.0	0.6	0.8
Tire, battery, accessory dealers	4.3-6.0	4.6	3.4-6.1	4.4	1.4-2.7	1.8	3.9
Gasoline service stations	2.3-2.6	2.4	2.0-2.4	2.3	0.4-0.9	0.8	2.2
Drug and proprietary stores	2.6-2.7	2.6	2.4-2.5	2.5	0.4-0.9	0.7	1.5
Liquor stores	3.5-4.0	3.6	3.5-4.0	3.7	0.6-1.1	0.8	3.4

Note: The ranges of sampling error shown above for the preliminary and final estimates are based on sales estimates unadjusted for seasonal variations and trading day differences for the months of June 1968, September 1968, December 1968, and March 1969. The unadjusted data for the same months were used in developing the ranges of sampling error for the ratio of change in sales. For year-to-year ratio only one month is available - January 1970 over January 1969.

[1]The ranges of sampling error shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month. (See Explanatory Material, pages 25 and 26.)

[2]Pertains to the ratio of the unadjusted final estimate over the unadjusted final estimate of a year ago.

Table 14. Estimated Range of Sampling Variability of the Ratio of the Sales of Retail Stores: United States, by Selected Kinds of Business

(Percent)

Kind of business	Ratio of 2 consecutive months		Year-to-year ratio[1]	Kind of business	Ratio of 2 consecutive months		Year-to-year ratio[1]
	Range	Median			Range	Median	
Fruit stores, vegetable markets	2.9-7.3	4.7	11.8	Fuel, fuel oil dealers	1.1-2.4	1.6	4.8
Candy, nut, confectionery stores	2.1-6.7	4.2	10.5	Fuel dealers, except fuel oil	1.5-3.3	2.4	7.2
Women's apparel, accessory, specialty stores	2.7-8.8	5.7	9.7	Fuel oil dealers	1.5-3.4	2.4	7.2
				Jewelry stores	1.9-2.9	2.2	3.3
Floor coverings stores	3.1-5.1	3.6	9.1	Florists	2.5-7.0	3.8	11.4
TV, radio stores	3.9-5.2	4.8	12.2	Book stores	3.0-13.6	4.8	7.2
Paint, glass, wallpaper stores	3.3-3.7	3.5	8.3	Stationery stores	1.6-10.9	3.5	10.5
				Music stores	2.5-4.4	3.1	4.6
Heating, plumbing equipment dealers	3.9-10.9	5.0	11.8	Camera, photographic supply stores	2.5-5.9	4.4	6.6
Farm equipment dealers	3.5-4.4	3.8	9.0	Optical goods stores	2.1-5.0	2.6	3.9

Note: The ranges of sampling errors shown pertain to the ratio of the unadjusted preliminary estimate for the month over the unadjusted final estimate for the previous month for those kinds of business with an asterisk shown in table 2. See Explanatory Material for table 2. The ranges of sampling error shown above are based on the ratio of change in sales of the unadjusted data for the months of June 1968, September 1968, December 1968, and March 1969. For year-to-year ratio only one month is available - January 1970 over January 1969.

[1]Pertains to the ratio of the unadjusted final estimate over the unadjusted final estimate of a year ago.

Symbols Used for the Estimated Sampling Variability Ranges in Tables 15-19.

Dollar volume sales estimates[1]

A = 0 to 3.5%, B = 3.6 to 7.0%, C= 7.1 to 10.5%

Ratio to the same month a year ago and over 2 consecutive months[2]

a = 0 to 1.5%, b = 1.6 to 3.0%, c = 3.1 to 4.5%.

NOTE: The symbols shown for the estimated sampling variability ranges in tables 15-19 are based on sales estimates unadjusted for seasonal variations and trading day differences for the months of June 1968, September 1968, December 1968, and March 1969.

[1]Approximations applicable to both preliminary and final estimates. Estimates of sampling variability for 2 or more months combined have not been computed but, in general, tend to be somewhat less than for a single month.

[2]Based on the ratio of the preliminary estimate for the current month to the final estimate for the previous month. Sampling variability based on final estimates for 2 consecutive months is somewhat higher. These estimates of sampling variability can be applied to percent change by converting the change to a ratio (See reliability of data page 25).

Table 15. Estimated Range of Sampling Variability for the United States and Regions by Selected Kinds of Business

Kind of business	Dollar volume estimates					Ratio to the same month a year ago					Ratio of 2 consecutive months				
	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West	United States	The North-eastern States	The North Central States	The South	The West
Total	A	A	A	A	A	a	a	a	a	a	a	a	a	a	a
Durable goods stores	A	A	A	A	A	a	b	b	b	b	a	a	a	a	a
Nondurable goods stores	A	A	A	A	A	a	a	a	a	b	a	a	a	a	a
Food group	A	A	A	A	A	a	a	a	a	b	a	a	a	a	a
Grocery stores	A	A	A	A	A	a	b	a	a	b	a	a	a	a	a
Eating and drinking places	A	B	B	B	B	b	(2)	c	c	c	a	a	b	a	a
GAF, total	A	A	A	A	A	a	a	b	b	b	a	a	a	a	a
General mdse. group with nonstores	A	A	A	A	A	a	a	a	b	a	a	a	a	a	a
Department stores	A	A	A	A	A	a	a	a	b	b	a	a	a	a	a
Apparel group	A	B	B	B	B	a	b	b	b	c	a	b	a	a	b
Furniture and appliance group	A	B	B	B	B	b	c	(2)	(2)	(2)	a	b	b	b	b
Building materials, hardware, farm equipment group	A	B	B	B	-	b	(2)	c	(2)	-	a	b	b	b	-
Automotive group	A	-	A	A	-	a	-	b	b	-	a	-	a	a	-
Gasoline service stations	A	B	B	B	B	b	c	c	c	(2)	a	b	a	a	b
Drug and proprietary stores	A	B	B	B	B	a	b	c	c	b	a	b	a	a	a

See footnotes following table 19.

Table 16. Estimated Range of Sampling Variability for Geographic Divisions

Kind of business	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Moutain	Pacific
	Dollar volume sales estimates								
Total	A	A	A	A	A	B	A	A	A
Durable goods stores	B	A	A	A	A	-	A	-	B
Nondurable goods stores	A	A	A	A	A	B	B	B	A
Food group	B	(1)	A	A	(1)	C	B	B	A
Eating and drinking places	-	B	B	-	B	-	-	-	B
GAF, total	B	A	A	A	A	B	B	B	A
General merchandise group with nonstores	-	A	A	A	A	B	A	A	A
Apparel group	-	B	B	-	B	-	-	-	-
Gasoline service stations	C	B	B	B	B	-	-	-	-
Drug and proprietary group	-	B	B	-	B	-	-	-	-
	Ratio to the same month a year ago								
Total	b	a	a	a	a	b	b	b	b
Durable goods stores	c	b	b	b	a	-	c	-	b
Nondurable goods stores	b	a	a	a	a	a	b	b	b
Food group	c	(1)	a	a	(1)	b	b	(2)	a
Eating and drinking places	-	(2)	c	-	c	-	-	-	c
GAF, total	c	a	b	b	b	c	c	(2)	b
General merchandise group with nonstores	-	a	a	b	b	c	b	b	a
Apparel group	-	b	(2)	-	b	-	-	-	-
Gasoline service stations	(2)	c	(2)	c	c	-	-	-	(2)
Drug and proprietary stores	-	b	(2)	-	c	-	-	-	-
	Ratio of 2 consecutive months								
Total	a	a	a	a	a	a	a	a	a
Durable goods stores	b	a	a	b	a	-	b	-	a
Nondurable goods stores	a	a	a	a	a	a	a	a	a
Food group	a	(1)	a	a	(1)	a	a	a	a
Eating and drinking places	-	a	b	-	b	-	-	-	b
GAF, total	b	a	a	a	a	a	a	b	a
General merchandise group with nonstores	-	a	a	b	a	a	a	a	a
Apparel group	-	a	b	-	b	-	-	-	-
Gasoline service stations	c	b	a	b	b	-	-	-	b
Drug and proprietary stores	-	a	a	-	b	-	-	-	-

See footnotes following table 19.

Table 17. Estimated Range of Sampling Variability for Specified Large States

State	Dollar volume sales estimated			Ratio to same month a year ago			Ratio of 2 consecutive months			State	Dollar volume sales estimated			Ratio to same month a year ago			Ratio of 2 consecutive months		
	Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF		Total	Non-durable	GAF	Total	Non-durable	GAF	Total	Non-durable	GAF
California	A	A	A	b	b	b	a	a	a	New Jersey	A	A	-	c	a	-	a	a	b
Florida	A	A	-	b	b	-	a	a	b	New York	A	A	B	a	a	b	a	a	a
Illinois	A	A	A	b	b	(2)	a	a	a	North Carolina	A	-	-	b	-	-	a	a	b
Indiana	A	-	-	b	-	-	a	a	b	Ohio	A	A	-	b	b	-	a	a	a
Massachusetts	A	B	-	b	b	-	a	a	b										
Michigan	A	A	-	b	b	-	a	a	b	Pennsylvania	A	A	A	a	b	b	a	a	a
Minnesota	A	-	-	b	-	-	b	b	b	Texas	B	B	-	b	c	-	a	a	a
Missouri	B	-	-	a	-	-	a	a	a	Wisconsin	B	-	-	c	-	-	a	a	b

See footnotes following table 19.

Table 18. Estimated Range of Sampling Variability for Specified Metropolitan Statistical Areas and Cities

Area	Dollar volume sales estimate			Ratio to same month a year ago			Area	Dollar volume sales estimate			Ratio to same month a year ago		
	Total	Non-durable	GAF	Total	Non-durable	GAF		Total	Non-durable	GAF	Total	Non-durable	GAF
Standard Consolidated Areas							Standard Metropolitan Statistical Areas--Con.						
Chicago, Ill.-Northwestern Indiana	A	A	A	b	a	(2)							
New York, N.Y.-Northeastern New Jersey	A	A	A	b	a	a	Nassau-Suffolk, N.Y.	B	B	B	b	a	b
							New York, N.Y.-Nassau-Suffolk, N.Y.	A	A	A	a	a	b
							New York, N.Y.	A	A	A	a	a	a
Standard Metropolitan Statistical Areas							Philadelphia, Pa.-N.J.	B	B	B	b	c	(2)
							Pittsburgh, Pa.	B	B	B	b	(2)	b
							St. Louis, Mo.-Ill.	B	C	B	b	c	c
Baltimore, Md.	-	-	B	-	-	a	San Francisco-Oakland, Calif.	A	B	B	(2)	(2)	(2)
Boston, Mass.	-	-	B	-	-	c	Washington, D.C.-Md.-Va.	B	B	B	b	b	b
Chicago, Ill.	A	A	A	b	b	(2)							
Cleveland, Ohio	-	-	A	-	-	c	Cities						
Dallas, Tex.	-	-	C	-	-	b							
Detroit, Mich.	A	A	A	b	b	b	Chicago, Ill.	A	A	A	b	b	b
Houston, Tex.	-	-	B	-	-	b	Detroit, Mich.	B	B	A	c	c	(2)
Kansas City, Mo.-Kans.	-	-	A	-	-	b	Los Angles, Calif.	B	A	B	c	c	(2)
Los Angeles-Long Beach, Calif.	A	A	A	b	b	c	New York, N.Y.	A	A	B	b	b	b
Minneapolis-St. Paul, Minn.	-	-	A	-	-	b	Philadelphia, Pa.	B	B	B	c	b	(2)

See footnotes following table 19.

Table 19. Estimated Range of Sampling Variability of Retail Sales for 2 Consecutive Months, by Specified Standard Metropolitan Statistical Areas and Cities

Area	Ratio of 2 consecutive months			Area	Ratio of 2 consecutive months		
	Total	Nondurable	GAF		Total	Nondurable	GAF
Standard Consolidated Area				Standard Metropolitan Statistical Areas--Continued			
Chicago, Ill.-Northwestern Indiana	a	a	a				
New York, N.Y.-Northeastern New Jersey	a	a	a	Newark, N.J.	a	a	b
				New York, N.Y.	a	a	a
Standard Metropolitan Statistical Areas				Paterson-Clifton-Passaic, N.J.	b	b	b
				Philadelphia, Pa.-N.J.	b	a	b
Baltimore, Md.	b	b	a	Pittsburgh, Pa.	b	a	b
Boston, Mass.	a	b	a	St. Louis, Mo.-Ill.	a	a	b
Buffalo, N.Y.	b	a	b	San Francisco-Oakland, Calif.	a	a	a
Chicago, Ill.	a	a	a	Seattle, Wash.	a	a	a
Cleveland, Ohio	a	a	a	Washington, D.C.-Md.-Va.	a	a	b
Dallas, Tex.	c	b	b				
Detroit, Mich.	a	a	a	Cities			
Houston, Tex.	a	a	a				
Kansas City, Mo.-Kans.	a	a	a	Chicago, Ill.	a	a	a
Los Angeles-Long Beach, Calif.	a	a	a	Detroit, Mich.	a	a	a
Minneapolis-St. Paul, Minn.	b	a	a	Los Angeles, Calif.	a	a	b
Nassau-Suffolk, N.Y.	b	a	b	New York, N.Y.	a	a	a
New York, N.Y.-Nassau-Suffolk, N.Y.	a	a	a	Philadelphia, Pa.	b	a	b

[1]Estimates for food stores sales omitted because food firms accounting for more than 30% of food stores sales in these geographic divisions have reported company totals only.

[2]Estimated percent change from same month a year ago exceeds 4.5%.

Table 20. Estimated Sampling Variability of Accounts Receivable, Charge and Installment, for All Retail Stores: United States, by Kind of Business

(Percent)

Kind of business	Preliminary estimates	Final estimates	Ratio of 2 consecutive months[1]
TOTAL ACCOUNTS RECEIVABLE			
United States, total	0.9	0.8	0.4
Durable goods stores, total	2.3	2.1	1.0
Nondurable goods stores, total	0.9	0.9	0.2
Food group	6.0	6.0	0.4
Grocery stores	7.0	7.0	0.5
Eating and drinking places	5.9	5.5	1.4
General merchandise group with nonstores	0.5	0.5	0.1
Department stores and dry goods, general merchandise stores	0.5	0.5	0.2
Department stores	0.3	0.3	0.1
Mail order houses (department store merchandise)	0.5	0.6	0.1
Apparel group	5.9	5.9	0.4
Women's ready-to-wear stores	3.4	3.3	0.6
Furniture and appliance group	4.3	4.3	0.5
Furniture, home furnishings stores	5.5	5.6	0.5
Furniture stores	5.8	5.9	0.5
Household appliance, TV, radio stores	5.0	5.0	0.8
Household appliance dealers	5.5	5.4	0.9
Building materials, hardware, farm equipment group	4.8	4.6	0.8
Lumber and other building materials dealers	4.0	4.0	0.6
Automotive group	2.6	2.9	0.6
Passenger car dealers	3.6	3.7	0.8
Passenger car dealers (franchised)	2.4	2.5	0.9
Tire, battery, accessory dealers	3.5	3.4	0.9
Gasoline service stations	5.5	5.4	1.0
CHARGE ACCOUNTS			
United States, total	1.6	1.3	0.9
Durable goods stores, total	2.9	2.4	1.6
Nondurable goods stores, total	2.4	2.3	0.7
Food group	5.5	5.6	0.4
General merchandise group with nonstores	1.9	1.8	0.8
Department stores and dry goods, general merchandise stores	1.5	1.7	0.4
Department stores	1.0	1.0	0.2
Apparel group	8.3	8.4	0.5
Furniture and appliance group	5.2	5.4	1.1
Furniture, home furnishings stores	7.6	7.7	1.3
Building materials, hardware, farm equipment group	5.1	4.9	0.9
Lumber and other building materials dealers	4.2	4.2	0.6
Automotive group	2.6	2.6	0.6
Passenger car dealers (franchised)	2.0	1.9	0.7
Gasoline service stations	5.5	5.5	1.0
INSTALLMENT ACCOUNTS			
United States, total	1.0	1.0	0.1
Durable goods stores, total	3.6	3.6	0.4
Nondurable goods stores, total	0.5	0.5	0.1
General merchandise group with nonstores	0.6	0.6	0.1
Department stores and dry goods, general merchandise stores	0.5	0.5	0.1
Department stores	0.3	0.3	0.1
Apparel group	4.6	4.4	0.3
Furniture and appliance group	6.1	6.0	0.4
Furniture, home furnishings stores	7.4	7.6	0.4
Household appliance, TV, radio stores	5.0	4.7	0.8
Building materials, hardware, farm equipment group	11.6	11.0	2.2
Automotive group	4.9	5.6	1.0
Tire, battery, accessory dealers	3.4	3.2	1.1

See footnote following table 21.

Table 21. Estimated Sampling Variability of Accounts Receivable, Charge and Installment, for Firms Operating 11 or More Retail Stores: United States, by Kind of Business

(Percent)

Kind of business	Preliminary estimates	Final estimates	Ratio of 2 consecutive months[1]
TOTAL ACCOUNTS RECEIVABLE			
United States, total	0.4	0.4	0.1
Durable goods stores, total	1.3	1.3	0.2
Nondurable goods stores, total	0.5	0.5	0.1
General merchandise group with nonstores	0.4	0.4	0.1
Department stores and dry goods, general merchandise stores	0.4	0.4	0.2
Department stores	0.3	0.3	0.1
Apparel group	2.0	1.9	0.4
Furniture and appliance group	1.0	1.0	0.1
Tire, battery, accessory dealers	1.3	1.2	0.5
CHARGE ACCOUNTS			
United States, total	1.3	1.2	0.3
Durable goods stores, total	2.7	2.7	0.5
Nondurable goods stores, total	1.2	1.1	0.3
General merchandise group with nonstores	0.6	0.7	0.1
Department stores and dry goods, general merchandise stores	0.7	0.8	0.1
Department stores	0.3	0.3	0.1
CHARGE ACCOUNTS--Continued			
Apparel group	4.0	3.8	0.7
Furniture and appliance group	3.2	3.1	0.7
INSTALLMENT ACCOUNTS			
United States, total	0.4	0.4	0.1
Durable goods stores, total	1.4	1.4	0.2
Nondurable goods stores, total	0.4	0.5	0.1
General merchandise group with nonstores	0.5	0.5	0.1
Department stores and dry goods, general merchandise stores	0.5	0.5	0.1
Department stores	0.3	0.3	0.1
Apparel group	1.6	1.8	0.2
Furniture and appliance group	1.0	1.0	0.1

Note: The sampling error shown above is based on accounts receivable estimates for the following months: Preliminary estimates: October 1968. Final estimates: September 1968. Month-to-month percent changes: October and September 1968.

[1]Sampling errors shown pertain to the ratio of the preliminary estimate for the month over the final estimate for the previous month. (See Explanatory Material, pages 25 and 26.) This month-to-month ratio is subject to less sampling error than the ratio of the final estimates for the 2 months.

EXPLANATORY MATERIAL

Introduction

The Monthly Retail Trade Report is issued by the Bureau of the Census to (1) provide estimates of sales of retail stores in the United States by kind of business and geographic area--regions, divisions, selected States and standard metropolitan statistical areas (SMSA)--and (2) provide national estimates of accounts receivable balances of retail stores, by kind of business. The retail sales and accounts receivable estimates in this report are developed as direct measures from a sample representing all sizes of firms and kinds of business in retail trade throughout the country. The sample has been designed so that estimates can be evaluated in terms of their sampling errors.

The first publication in this series was the Monthly Retail Trade Report for March 1952. The initial report contained retail store sales estimates beginning with January 1951, the first month for which estimates based on probability sampling for all retail stores are available. Summary sales data for geographic areas were introduced effective with April 1962 and monthly department store sales estimates for approximately 200 selected areas, in February 1966. Statistics on accounts receivables balances of retail stores were incorporated into the report for June 1960 and included monthly data beginning with January 1959.

In May 1953, an entirely new sample was drawn. Other changes in the sample have been made since May 1953, representing for the most part revisions to reflect the findings of successive censuses of business. (See Monthly Retail Trade Reports for July 1953, December 1958, January 1961, and October 1965.)

A major change in the retail sample design was introduced beginning with data for January 1968, with primary dependence shifted from an area-sample enumeration design to one based largely on a mail canvass of a sample drawn from updated lists of employers from administrative record sources i.e., Internal Revenue Service and Social Security Administration files. (See the August 1968 Monthly Retail Trade Report.)

The most recent revision of the retail sample was effective beginning with the August 1971 publication. The principal elements of this revision were:

(1) Updating the sample to incorporate the results of the 1967 Census of Business which provided new information on the industry classification and size of business firms. Also, the large-firm "Group II" component of the sample design (see 2 below) was redefined to include all firms with 11 or more retail stores in the 1967 (rather than the 1963) Census of Business;

(2) Changing sampling and collection procedures for Group II firms. Such firms were previously canvassed on a total organization basis with the parent company requested to include in its report all retail stores of its subsidiaries, whereas for all other retail firms with employees, a sample was selected from the employer identification (EI) numbers assigned in connection with the Federal Insurance Contributions Act. Under the new design, sampling procedures for the Group II component were modified to conform to the latter approach, providing a more effective control to assure complete and unduplicated coverage, particularly in instances of mergers, acquisitions, and dissolutions. Also, a new subsample of stores of these large retail organizations was selected on the basis of 1967 Census of Business information;

(3) Instituting a monthly match against the most current file of firms covered by the Federal Insurance Contributions Act (FICA) to assure that the mail canvass includes all firms selected for the sample that are currently active, including firms which go out of business but subsequently resume operations.

Description of the Sample

I. Major Components of Sample

The sample consists of two principal components:

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

ponent of the sample accounts for approximately 94 percent of retail sales. Canvass of this component is primarily by mail.

B. All retailers not on the list described above. These are represented by business establishments found in a probability sample of land segments. Personal enumeration is used for this component.

II. The List Sample

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

The base sample is drawn from the County Business Patterns retail universe by first stratifying the EI numbers reporting by kind of business, size (payroll), and (in some cases) area. An optimum allocation of the sample to these strata is then made and the sample is drawn with a uniform rate in each stratum (with stratum rates varying from certainty to 1 in 512). Firms changing size stratum, as evidenced by subsequent County Business Patterns tabulations, are subject to a reselection based on their new measure of size.

The sample of EI births is drawn in two stages. In the first stage the births are stratified by kind of business and size (expected employment). A relatively large sample is drawn and canvassed for a more reliable measure of size (sales in two recent months) and a more detailed kind-of-business code, if needed. Using this more reliable information the cases are restratified and the final sample drawn with overall probabilities roughly equivalent to those used in drawing the sample from the CBP universe. Because of the lag in reporting births to IRS-SSA and the time needed to accomplish the two stages of sample, births are actually added to the sample on the average about 6-7 months after they begin operation. During this period they are represented by the area sample described in III below.

To be eligible for list sample canvass and tabulation in a given month, a retail business must meet both of the following requirements:

1. It must be on the current Internal Revenue Service mailing list for FICA taxpayers.

2. It must have been selected from either CBP or as an employer birth. For this purpose the universe of all businesses ever given a chance of selection is maintained which shows among other things which EI numbers have been selected.

To implement the above rules for any given month the "ever-selected" businesses are extracted from the universe described and are matched to the current Internal Revenue Service list of active FICA taxpayers. Matching EI numbers are canvassed and tabulated for the month.

III. The Area Sample

The area sample is a two-stage sample. In the first stage a sample of 58 primary sampling units (single counties or small groups of contiguous counties) were drawn with probability proportionate to (population) size. Each selected primary sampling unit was then subdivided into small land segments containing at the time of selection an average of about four retail stores each. A subsample of these land segments was drawn in each PSU at an overall rate of 1 in 1,000 (1 in 2,000 or 1 in 3,000 in the smallest PSU's). About 420 such land segments are included in the sample each month.

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

IV. Relationship of the Group I and Group II Components of the Sample

Separate tabulations are made for the Group I and Group II components of the list sample. These components are defined as follows:

A. The Group II component consists of all establishments belonging to companies with 11 or more retail establishments in the 1967 census of business.

B. The Group I component consists of all other retail establishments.

In previous sample designs the Group I and Group II components have been sampled quite differently. In the present design, the EI numbers of both types are selected as described above. The only difference is that all establishments belonging to selected Group I EI numbers are canvassed and tabulated, while for some of the large Group II EI numbers, a subsample of establishments is selected.

V. Use of Rotating Samples and Composite Estimates Procedures

Rotating samples are used for both the list and area sample portions of the sample (except for very large businesses which are selected with certainty). Two months of data are obtained from each respondent at each enumeration. For example, February list sample rotating panel cases and February land segment cases each report figures for February (the current month) and January (the previous month). In the following month a different group of rotating panel members (the March panels) report figures for March and February. Four list sample panels and 12 area sample panels are used. This enables us to use a composite estimating procedure which provides estimates more reliable than those which would be obtained from a non-rotating sample of two to three times the size.

The first estimate issued each month is called the preliminary estimate. The preliminary composite estimate for the current month is a weighted average of two estimates: (a) the current month unbiased estimate (weight .2) and (b) a ratio estimate (weight .8) obtained by multiplying the preliminary composite estimate for the previous month by the current to previous month ratio obtained from the current month reports.

A final estimate is developed one month later using information available from the following month's enumeration. The final composite estimate is also a weighted average of two estimates: (a) the preliminary composite estimate for a given month (weight .82) and (b) the unbiased estimate (weight .18) for the same month as obtained from the next month's reporting panel.

The preliminary composite estimates provide a measure of the dollar volume level that is considerably more reliable than the unbiased estimates and the final composite estimates are generally more reliable than the preliminary composite estimates. The most reliable estimate of the month-to-month trend is the ratio of the current month's preliminary composite estimate divided by the previous month's final composite. This is true because the numerator and denominator of this ratio are more highly correlated than would be the case if the numerator and denominator were two preliminary estimates or two final estimates. The trend of the preliminary-final ratio is therefore considerably more reliable than one based on two preliminary figures and is also more reliable than the month-to-month trend based on two final figures.

Another advantage of the use of the rotating panel system is that the very large cases in each enumeration are identified and recanvassed in the following month. This makes it possible to halve their weights without biasing the results and thus reduce their influence on the estimates. This increases the reliability of the estimates, particularly the measure of month-to-month change.

VI. Sales and Accounts Receivable Estimates

Both sales and accounts receivable estimates are obtained from the sample and estimation procedures described above. The principal difference is that establishment data are obtained for sales while, for the most part, only EI number totals are obtained for accounts receivable data. This permits the tabulation of geographic area sales data but not accounts receivable area data.

VII. Sales

Sales include total receipts from customers after deducting refunds and allowances for returned merchandise. Sales also include receipts from customers for services including repair, maintenance, delivery, and installation charges; receipts from carrying charges or other charges for credit; and sales and excise taxes collected from customers.

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

VIII. Accounts Receivable

Retail accounts receivables are amounts owed to retail stores by their customers for purchases made on credit. The data in this report refer to receivables outstanding as of the end of the month, including receivables against which the firm has borrowed. However, credit paper discounted or sold to others (e.g., consumer credit paper sold to financial institutions or collecting agencies) and amounts actually charged off as bad debts are excluded. Also excluded are accounts charged on credit cards issued by oil companies, banks and other such organizations that issue credit cards.

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

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

IX. Comparison of Census Bureau Accounts Receivable with Federal Reserve Board Consumer Credit Statistics

A comparison of accounts receivable data published in this report by the Bureau of the Census with consumer credit statistics for retail outlets published in the Federal Reserve Bulletin should take into account that the Federal Reserve Board series is based on the Bureau of the Census survey results adjusted to cover only those amounts owed by consumers. The Board subtracts from credit held by retailers amounts estimated to reflect nonconsumer credit. Conversely, an amount is added which represents an estimate of credit outstanding on sales to consumers by wholesale establishments.

X. Kind-of-Business Classification

Retail stores in the sample are classified in accordance with the Standard Industrial Classification Manual, issued by the Office of Management and Budget for the purpose of providing a standard for the classification and presentation of establishment data by all Federal agencies. The retail statistics published in this report are based on establishment, rather than commodity or product reporting. With the exception of "nonstore" establishments, each establishment is classified in accordance with the major product or products (determined by volume of sales) which it handles. "Nonstore" establishments (i.e., mail order houses, merchandise vending machine operators, and direct selling establishments) comprise a separate category and are included in the general merchandise group regardless of the products sold. The sales reported for each establishment principally selling at retail include all sales (retail, wholesale, and receipts from services), and are not limited to sales of the major product or products.

XI. Durable Goods Stores and Nondurable Goods Stores

Durable goods stores include all retail stores in the following major groups: the furniture group; building materials, hardware and farm equipment group; and the automotive group. Also included in the durable goods category are jewelry stores; book stores; sporting goods stores; bicycle shops; secondhand stores; luggage and leather goods stores; gift, novelty, and souvenir shops; typewriter stores; optical goods stores; antique stores; camera and photographic supply stores; and miscellaneous retail stores not elsewhere classified. Nondurable goods stores include all retail stores in the following major groups: the food group; eating and drinking places; the general merchandise group; the apparel group; and gasoline service stations. Also included in the nondurable goods category are liquor stores; drug and proprietary stores; fuel and fuel oil dealers; florists; hay, grain, and feed stores; farm and garden supply stores; stationery stores; newsstands and newsdealers; cigar stores; and ice dealers.

XII. Reliability of Data

The monthly dollar volume sales and accounts receivable estimates prepared by the Bureau of the Census and shown in this report are based on a probability sample and therefore, the sampling variability of these estimates is measurable. Estimates of these sampling variabilities are shown in tables 13 through 21. In order to obtain a measure of the variability of the dollar volume and month-to-month ratio estimates, multiply the estimate by its associated sampling variability. Add and subtract the product from the estimate. Since the sampling variabilities are computed at the 1-sigma level, the chances are that 2 out of 3 times the "expected value" will be within this interval. (The expected value refers to that value which could be obtained from a complete enumeration using the same techniques in collecting and processing as were used for the sample.) Doubling the sampling error estimate and repeating this process gives an interval which will include the expected value approximately 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, assume that the sales estimate for a particular month in table 1 for the food group is $4,698 million. The median sampling variability for preliminary estimates of the food group shown in table 13 is 1.2 percent (or .012). Multiplying $4,698 million by .012, yields $56 million. The chances are 2 out of 3 that the expected value is between $4,642 and $4,754 million (i.e., $4,698 million plus and minus $56 million) and the chances are 19 out of 20 that the expected value lies between $4,586 and $4,810 million (i.e., $4,698 million plus and minus $112 million).

As an example of the use of these sampling variabilities with ratios, assume that a particular month-to-month percentage change in sales for the automotive group is -3 percent (this percentage change is equivalent to a month-to-month ratio of .97) and that the median sampling variability for this statistic, shown in table 13, is 0.7 percent (or .007). The result of multiplying .97 by .007 is .007. The probability is 2 out of 3 that the expected ratio is contained in the range .963 to .977, while there is a probability of 19 out of 20 that the expected ratio is contained in the range .956 to .984.

The sampling errors shown are also subject to possibly high sampling variability. This is especially true for the estimates of standard metropolitan statistical areas where the sample is relatively small and a few new large establishments coming into the sample estimates with large weights have a relatively large influence on the estimate of sampling error.

It is also to be noted that measures of sampling variability shown in this report do not include biases which might arise from such sources as nonreporting or response errors. Estimated sales for nonresponse for all kinds of business combined, which amounts to about 9 percent of the national estimates, are included in the published data.

XIII. Percent Change in Sales (Table 2)

The percentage changes in sales shown in table 2 for kinds of business not marked with an asterisk are derived directly from the dollar volume estimates in table 1. The sampling variability of dollar estimates for those kinds of business with an asterisk is relatively large. Therefore, such estimates are not published in table 1. However, the percentage changes which are derived from such estimates have a smaller sampling variability than the estimates themselves and are therefore published in table 2.

XIV. Department Store Sales in Selected Areas (Table 10)

The data in table 10 are based on a canvass of all known department stores in the selected areas. Statistics are not shown for some areas if a sufficient number of reports are not received in time for publication. Data for these areas will be included in later issues if permitted by adequacy of reports.

The department store classification is based on criteria described in the Standard Industrial Classification Manual published by the Office of Management and Budget. In general, a retail store is classified as a department store if it normally has 25 or more employees and sells some items in each of the following lines of merchandise with no one of the lines exceeding 80 percent of total sales: (1) Furniture, home furnishings, appliances, radio, and TV sets; (2) a general line of apparel for the family; and (3) household linens and dry goods. The 80 percent limitation for any one category does not apply for establishments with total annual sales of more than $5 million, provided the combined sales of the other two merchandise line groups exceed $500,000. "Discount stores" are included in the survey panel providing they meet the criteria described above but, in the absence of objective criteria to designate "discount items," are not separately identified.

In the case of multiunit firms, each of their establishments is separately classified and only those which qualify as department stores are included in table 10. For firms that have both department stores and separate mail order distribution points, only their department stores are included in table 10.

The month-to-month comparisons and year-to-year comparisons in table 10 are based on the total dollar volume of department store sales for each of the months being compared. These trends thus include the effect of stores starting operation or ceasing operation.

XV. Unpublished Data

Selected additional data, such as dollar volume 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 relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur as to make them potentially misleading. The Bureau of the Census, on request, will release such figures for individual use, though not for publication. For example, unpublished geographic area data identified as subject to sampling variability of "C" or "c" magnitude in tables 15-19 are available on request. Selected additional data, providing greater detail by geographic area and by kind of business, may be developed on a reimbursable basis. It should be noted that in some cases unpublished figures can be derived directly from this report by subtracting published data from their respective totals. However, in these cases, 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.

XVI. Special Tabulations

Separate county figures, by kind of business, are estimated in the course of compiling the geographic area statistics shown in this report. These county "building block" statistics can be used to develop totals for any geographic areas which represent combinations of counties; e.g., a company's sales or marketing areas. Special tabulations for such geographic areas, prepared on a reimbursable basis, can be developed upon request. The reliability of geographic area estimates depends upon the size of the area and the kind-of-business categories tabulated. Therefore, if special tabulations are requested, the areas generally should account for at least 3 percent of the U.S. population and the request should be limited to statistics for all kinds of business combined and for large and

statistically reliable combinations of kind-of-business categories, such as the GAF combination.

XVII. Data Adjusted for Seasonal, Trading Day Variations

Seasonal factors for adjusting data in this publication have been developed by the method described in the X-11 Variant of the Census Method II Seasonal Adjustment Program, U.S. Bureau of the Census Technical Paper No. 15, Revised 1967. Trading-day factors for adjusting sales estimates were also derived from the X-11 program. A description of the technique may be found in Estimating Trading-Day Variation in Monthly Economic Time Series, U.S. Bureau of the Census Technical Paper No. 12, 1965. Holiday adjustment factors were developed by a method similar to that described in Seasonal Adjustment on Electronic Computers, pp. 356-359, Organization for Economic Cooperation and Development, Paris, 1961. Additional details concerning the adjustment factors may be obtained from the Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

Table 22 and Table 23 present, by kind of business, the combined seasonal, trading-day, and holiday adjustment factors that are used, respectively, in adjusting sales and accounts receivable estimates. The factors shown for data at the kind-of-business group and total levels are approximations and may show small differences from the published data. Summary measures of the seasonal, cyclical, and irregular components of the adjusted sales data and adjusted accounts receivable data are shown in tables 24 and 25 respectively. These measures provide a rough guide for use in interpreting current percentage changes in the adjusted data.

Table 22. Combined Seasonal, Trading Day, and Holiday Adjustment Factors for Sales of All Retail Stores and of Group II Retail Stores—September 1972-August 1974

Kind of Business	1972				1973												1974							
	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.
	ALL STORES																							
United States, total	99.6	99.7	102.8	120.2	88.0	84.8	98.4	98.7	103.4	105.9	97.5	101.6	96.3	101.7	103.7	117.9	88.2	84.9	97.5	100.1	105.0	102.5	99.4	103.0
Durable goods stores, total	99.1	103.0	100.5	101.5	85.5	85.3	101.5	101.3	108.1	112.3	100.7	101.3	96.1	105.8	100.1	100.1	85.3	85.4	100.3	104.1	108.7	108.1	103.6	101.7
Nondurable goods stores, total	99.8	98.1	103.9	129.1	89.2	84.6	96.9	97.4	101.0	102.7	95.9	101.7	96.4	99.7	105.5	126.9	89.6	84.7	96.1	98.1	103.1	99.7	97.3	103.7
Food group	103.1	95.8	98.2	110.9	94.3	90.9	104.3	94.8	100.9	106.2	98.3	104.2	98.5	97.1	100.8	107.2	95.8	90.8	101.5	96.5	104.3	101.6	99.9	107.3
Grocery stores	103.2	95.5	98.3	110.9	94.6	91.1	104.7	94.6	100.8	106.4	98.1	104.1	98.4	96.9	101.0	107.1	96.1	90.9	101.8	96.3	104.4	101.6	99.7	107.3
Eating and drinking places	104.0	101.0	95.5	98.4	88.8	85.8	96.3	96.4	104.6	108.7	107.6	112.6	102.4	101.0	96.2	96.6	89.9	85.8	97.6	95.9	106.0	107.6	107.5	112.7
General merchandise group with nonstores	97.3	100.0	117.6	168.2	76.0	73.2	88.5	96.6	97.1	97.5	88.9	99.9	94.4	102.5	118.4	165.5	76.1	73.5	88.4	96.5	98.7	95.2	91.3	100.9
Gen. mdse. group without nonstores (except dept. stores mail order)	96.1	98.6	117.8	173.9	75.0	71.8	87.2	96.9	97.0	97.7	88.7	99.8	93.6	101.4	118.4	170.9	75.5	72.2	87.3	96.5	98.4	95.4	91.1	101.0
Department stores	95.7	97.9	117.4	177.1	75.0	70.3	86.7	96.8	97.3	99.0	88.4	98.5	94.0	100.9	118.1	174.0	75.6	70.7	86.4	96.1	98.7	96.8	90.7	99.5
Variety stores	96.2	94.0	108.6	194.3	70.0	72.8	84.0	101.5	97.1	97.5	88.2	99.3	91.5	95.6	108.8	192.3	70.3	73.1	84.6	99.3	99.2	94.6	89.7	101.7
Mail order houses (department store merchandise)	91.6	110.5	149.4	144.1	72.8	79.3	96.8	94.1	92.4	82.2	82.5	102.4	88.5	115.4	151.1	142.6	72.6	78.5	96.1	96.4	92.4	79.3	85.5	100.4
Apparel group	100.6	98.9	108.7	167.7	82.3	72.5	84.1	106.8	97.2	99.0	85.8	98.0	96.5	100.5	110.4	164.9	82.9	73.2	86.0	106.1	98.6	95.7	87.4	100.0
Men's, boys' wear stores	92.7	95.0	113.3	189.0	89.0	71.9	78.9	99.0	98.2	102.0	84.6	91.4	89.1	96.9	113.0	186.5	89.6	72.2	79.6	96.5	99.8	100.6	85.8	92.0
Women's apparel, accessory stores	101.0	102.6	109.4	163.9	80.3	74.2	86.3	105.3	98.0	96.9	85.9	95.6	97.8	104.2	110.7	160.1	81.0	75.4	87.9	105.2	98.8	94.4	88.9	98.3
Shoe stores	113.7	97.1	101.9	138.5	81.2	71.0	86.1	120.5	96.6	102.2	85.7	107.4	108.2	98.3	106.4	137.4	81.7	71.4	89.4	117.7	99.5	95.3	86.0	107.8
Furniture, and appliance group	100.6	100.9	106.1	128.9	91.2	86.8	95.7	91.7	97.9	101.3	97.0	101.1	95.6	102.2	105.5	129.2	93.7	88.8	94.7	94.0	98.2	99.4	97.3	101.6
Furniture, home furnishings stores	98.8	101.3	106.7	117.8	91.2	87.1	97.8	94.1	100.9	104.0	96.9	103.4	94.1	103.6	107.4	117.6	92.7	87.4	96.3	97.0	101.5	100.9	99.0	103.2
Household appliance, TV, radio stores	102.5	99.5	105.4	142.2	93.0	85.4	92.5	87.8	94.8	99.3	99.5	99.2	98.9	99.8	104.0	140.0	97.3	86.6	91.3	89.6	94.5	100.1	96.5	101.1
Building materials, hardware, farm equipment group	110.2	110.3	98.0	95.2	72.7	74.1	93.5	101.9	111.3	113.5	107.4	111.4	108.2	112.4	98.4	93.9	75.1	74.8	92.8	103.5	110.9	111.1	108.3	110.9
Lumber and other building materials dealers	109.6	109.8	100.6	87.9	76.9	77.0	91.6	98.6	107.1	112.1	110.1	117.8	107.6	112.7	100.9	88.5	79.5	77.6	89.7	99.9	107.1	108.1	112.4	117.0
Hardware stores	100.7	101.1	101.0	136.0	72.9	71.4	84.5	96.3	112.4	112.9	108.7	104.9	98.2	104.0	102.2	126.9	73.7	71.8	81.4	99.6	112.8	116.6	109.2	106.9
Automotive group	95.9	102.4	99.4	88.0	88.1	88.7	106.8	105.1	110.9	116.4	100.6	98.6	92.7	105.9	98.7	85.8	86.7	88.5	105.5	108.3	111.9	110.5	104.9	99.2
Passenger car, other automotive dealers	95.7	102.8	98.9	85.7	88.8	89.9	107.8	105.3	111.1	116.3	100.3	98.0	92.5	106.3	98.0	84.1	87.2	89.6	106.5	108.5	112.2	110.6	104.7	98.4
Tire, battery, accessory dealers	97.6	98.4	104.7	113.8	80.4	74.4	95.7	102.2	108.0	117.1	104.4	104.9	95.6	101.6	107.2	105.6	80.4	76.2	93.9	105.3	108.6	109.1	106.7	108.7
Gasoline service stations	99.8	100.0	99.5	100.4	95.4	87.7	98.3	97.9	102.2	105.8	106.2	106.6	98.5	101.0	101.0	100.2	94.6	88.0	97.9	98.3	102.9	103.4	107.0	107.4
Drug and proprietary stores	98.3	97.0	96.1	134.9	96.7	91.8	98.5	95.2	99.2	98.9	95.0	100.4	95.9	97.6	97.3	134.2	95.8	91.6	96.6	96.8	100.3	97.3	96.0	101.5
Liquor stores	97.6	94.6	102.1	144.4	91.2	83.9	95.0	91.7	98.7	102.2	101.1	101.1	94.0	96.7	103.8	138.2	90.2	84.6	93.5	92.4	100.6	100.0	103.3	103.6
United States, total	100.1	97.0	107.2	142.1	84.0	81.6	96.9	96.4	99.4	97.3	92.8	101.5	95.6	99.0	109.9	139.0	84.6	81.3	95.5	97.5	102.1	98.1	94.9	103.6
Grocery stores	104.4	93.3	98.7	114.2	94.7	93.0	108.0	93.5	99.8	107.2	94.6	103.7	96.5	95.8	104.0	107.6	95.3	92.0	103.5	96.8	105.6	99.7	97.9	108.1
Eating and drinking places	100.7	102.6	92.5	98.6	90.5	85.4	97.3	101.9	105.7	108.7	112.1	111.2	98.9	94.5	91.8	98.7	90.2	85.1	101.0	99.1	107.9	109.0	111.8	110.9
General merchandise group with nonstores	96.7	99.0	117.8	170.9	74.0	72.0	89.2	95.9	97.2	85.2	89.8	99.4	94.3	101.1	119.0	169.2	74.9	72.1	89.5	95.8	97.7	95.1	91.2	101.3
Gen. mdse. group without nonstores (except dept. stores mail order)	95.9	98.1	117.7	174.8	73.8	71.1	88.3	96.9	97.1	97.7	89.7	99.5	93.7	100.0	118.8	172.5	74.8	71.4	88.7	95.9	97.4	95.3	91.2	101.5
Department stores	96.2	97.4	116.0	175.6	74.1	70.1	88.0	96.8	97.5	99.5	90.1	99.3	94.7	99.0	117.0	173.1	75.4	70.4	88.4	95.3	97.9	97.3	91.2	101.3
Variety stores	94.8	94.5	109.9	197.6	68.9	72.0	85.5	100.0	97.1	96.9	87.2	98.0	90.7	95.7	108.7	199.2	69.5	72.1	85.3	99.7	97.7	95.0	89.0	100.5
Apparel group	103.4	99.3	110.4	174.2	74.5	66.8	84.4	111.0	97.5	100.1	81.4	100.9	99.8	101.8	111.6	170.8	74.9	66.2	88.6	108.8	99.1	95.6	84.0	100.3
Men's, boys' wear stores	93.1	99.9	118.8	204.5	82.2	67.9	77.5	101.6	99.1	106.1	76.1	86.1	90.6	100.8	117.9	193.8	83.8	62.2	80.9	103.0	102.7	104.9	76.8	85.7
Women's apparel, accessory stores	103.5	102.9	109.7	178.3	71.4	67.4	86.3	106.2	96.1	98.2	82.0	100.3	97.1	106.3	112.2	179.9	69.3	67.3	88.5	104.8	100.1	94.0	84.5	99.0
Shoe stores	115.8	94.2	105.6	148.7	74.3	66.8	84.8	121.4	97.4	103.2	80.5	108.9	112.4	97.0	107.9	145.5	75.1	67.9	91.5	118.2	98.8	95.1	84.5	106.2
Tire, battery, accessory dealers	93.8	97.6	106.4	119.5	76.4	72.8	94.5	104.1	108.5	117.3	103.1	105.9	92.7	99.8	106.7	117.6	77.4	72.7	94.4	105.3	108.7	112.2	104.8	107.8
Drug and proprietary stores	97.3	94.7	96.0	154.2	91.1	86.3	97.0	92.2	99.7	98.3	95.1	101.4	93.2	96.5	98.3	150.1	90.3	86.3	94.6	94.4	101.4	96.9	96.1	101.8

Note: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1953 through December 1973 using the X11 version of the Census Method II seasonal adjustment program.

The adjustment factors shown above for sales are a combination of the seasonal, holiday, and trading day factors. These factors are separately available upon request, but in more limited kind-of-business detail than shown above. Adjustment factors are not included in this table for those kinds of business for which adjusted data are not published separately.

Adjusted sales data shown in tables 1 and 3 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for totals are approximations and may show small differences from published data.

Table 23. Combined Seasonal and Holiday Adjustment Factors for Accounts Receivable of All Retail Stores and of Group II Stores, by Charge and Installment Accounts: July 1973 to June 1974

Kind of business	1973						1974					
	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June
	ALL STORES											
TOTAL ACCOUNTS RECEIVABLE												
United States, total	97.9	98.1	99.3	99.7	101.1	106.6	101.7	98.9	98.5	98.5	99.7	99.6
Durable goods stores, total	100.5	101.1	102.8	103.1	101.3	102.4	97.4	96.4	96.4	97.5	99.4	101.6
Nondurable goods stores, total	96.5	96.4	97.3	98.0	101.1	108.8	103.8	100.3	99.3	99.3	100.0	98.7
Food group	102.3	102.1	96.9	97.5	100.6	106.5	97.7	97.1	98.5	100.0	99.5	101.1
General merchandise group without nonstores (except department stores mail order)	96.7	97.7	99.1	98.9	102.6	110.9	104.8	99.9	98.0	96.7	97.1	97.3
Nonstores	93.6	94.8	94.5	96.2	100.8	116.4	108.5	103.2	97.8	97.5	99.7	98.2
Department stores	96.3	96.8	97.5	97.6	101.5	111.9	106.0	100.6	98.8	97.6	97.7	97.3
Mail order houses (department stores merchandise)	96.7	96.6	97.5	98.8	102.2	105.8	103.0	100.9	100.3	99.7	99.6	98.6
Apparel group	93.4	93.6	96.9	98.9	104.6	119.5	107.7	98.2	98.7	96.9	96.8	94.5
Women's ready-to-wear stores	89.5	92.1	98.7	101.9	106.3	120.8	106.8	97.3	99.7	97.0	96.2	93.3
Furniture and appliance group	96.4	98.3	100.6	100.8	101.1	107.8	103.1	100.4	98.1	98.1	97.3	97.8
Furniture, home furnishings stores	97.2	98.9	99.2	99.9	100.9	106.6	102.7	100.3	99.1	98.7	98.0	98.3
Furniture stores	97.3	98.8	98.0	99.2	100.8	106.9	102.8	100.4	99.4	99.4	98.4	98.5
Household appliance, TV, radio stores	94.2	97.6	103.1	103.7	101.4	111.6	103.4	100.5	95.2	96.9	95.4	96.8
Household appliance dealers	96.1	98.7	102.5	104.9	101.4	109.7	103.3	100.5	94.8	95.7	95.2	97.2
Building materials, hardware, farm equipment group	105.4	108.2	111.0	109.5	102.6	94.2	88.7	87.8	91.2	94.8	100.5	105.8
Lumber and other building materials dealers	105.1	108.8	110.1	109.3	104.3	95.5	90.0	88.3	90.3	94.4	99.1	104.5
Automotive group	102.8	99.3	99.8	101.6	100.2	99.1	95.5	98.1	99.4	99.9	100.9	103.1
Passenger car dealers (franchised)	101.0	96.7	99.2	102.6	101.3	98.6	96.8	99.4	100.6	99.5	100.9	103.1
Tire, battery, accessory dealers	105.1	101.8	100.6	101.0	99.4	99.4	94.9	96.5	97.1	99.4	100.8	103.8
Gasoline service stations	102.6	99.2	100.3	102.7	101.1	97.5	98.3	98.1	98.7	97.2	102.8	101.0
CHARGE ACCOUNTS												
United States, total	99.2	98.9	100.4	101.3	101.5	104.3	98.1	95.9	97.1	98.5	102.3	102.2
Durable good stores, total	101.9	102.8	105.1	105.5	102.1	100.2	94.7	93.2	94.7	96.5	99.9	103.2
Nondurable goods stores, total	96.3	95.0	95.7	97.6	100.9	109.2	101.3	98.3	99.3	100.8	104.5	100.9
General merchandise group without nonstores (except department stores mail order)	93.9	96.0	98.8	99.0	106.6	126.9	104.7	95.1	92.6	93.4	96.2	96.6
Nonstores	96.6	96.9	97.4	98.8	99.7	109.1	106.1	98.7	96.7	98.5	102.6	99.5
Department stores	90.7	91.6	94.3	96.3	105.6	130.3	110.5	98.9	96.3	94.7	95.7	94.9
Apparel group	92.4	93.0	99.2	101.2	105.5	122.0	106.5	96.2	97.4	95.2	96.3	94.7
Furniture and appliance group	97.0	99.2	101.3	102.4	102.6	110.8	100.8	98.0	97.1	96.4	96.0	98.0
Furniture, home furnishings stores	97.5	99.5	99.9	101.6	102.4	107.4	100.4	99.7	99.2	98.1	95.7	98.3
Building materials, hardware, farm equipment group	105.9	108.8	111.4	109.6	103.1	94.0	88.0	87.0	91.0	94.6	100.3	106.0
Lumber and other building material dealers	105.5	109.3	110.1	109.0	104.0	95.7	89.5	87.9	90.5	94.4	99.2	104.6
Automotive group	100.8	97.5	99.8	103.0	100.9	98.5	95.7	98.2	99.3	100.0	101.6	104.1
Passenger car dealers (franchised)	100.2	95.6	99.4	102.6	101.1	98.7	97.2	99.9	100.7	99.6	101.1	103.4
Gasoline service stations	102.6	101.2	99.0	102.2	100.4	97.1	98.1	98.0	99.2	97.2	103.3	101.2
INSTALLMENT ACCOUNTS												
United States, total	97.0	97.4	98.3	98.3	101.3	108.1	104.3	101.0	99.3	98.6	98.2	98.0
Durable goods stores, total	98.7	98.8	99.5	99.7	99.7	105.0	102.0	100.5	98.8	98.9	98.7	99.5
Nondurable goods stores, total	96.6	97.0	98.1	98.1	101.3	108.6	105.0	101.0	99.4	98.7	98.1	97.7
General merchandise group without nonstores (except department stores mail order)	97.0	97.9	99.0	98.8	101.9	109.6	104.8	100.3	98.5	97.4	97.2	97.4
Nonstores	99.8	98.8	95.8	98.2	94.3	107.5	103.7	102.0	99.6	99.4	100.2	101.0
Department Stores	96.9	97.5	97.9	97.8	100.6	110.1	105.4	100.8	99.0	98.1	97.9	97.8
Apparel group	95.0	94.8	94.9	95.6	103.7	115.8	107.0	100.1	99.8	99.7	97.8	95.4
Furniture and appliance group	95.7	97.2	100.4	100.3	101.1	106.3	104.7	101.3	98.6	98.8	97.8	97.6
Furniture, home furnishings stores	97.3	98.9	98.4	98.7	100.3	105.9	103.6	100.5	99.1	99.2	98.7	99.3
Household appliance, TV, radio stores	94.6	97.5	102.4	103.2	101.0	107.9	104.1	103.4	97.1	98.6	94.8	95.5
Automotive group	103.9	101.5	99.2	98.9	99.4	100.4	95.8	98.6	99.3	99.6	100.2	102.7
Tire, battery, accessory dealers	104.5	102.0	100.0	98.1	98.3	100.4	96.8	97.7	98.2	99.1	100.7	103.7
	GROUP II STORES											
TOTAL ACCOUNTS RECEIVABLE												
United States, total	96.8	97.6	98.6	98.7	101.4	108.6	104.1	100.5	99.0	98.1	98.1	98.3
Durable goods stores, total	100.3	101.4	101.9	101.0	99.5	101.4	99.1	98.9	96.6	98.9	98.5	102.4
Nondurable goods stores, total	95.8	96.8	98.1	98.5	101.3	110.4	105.9	100.3	99.0	98.2	97.9	97.4
General merchandise group without nonstores (except department stores mail order)	96.7	97.4	98.7	99.2	102.6	110.7	105.1	100.3	98.2	97.0	96.8	97.0
Nonstores	100.2	102.2	104.0	101.4	101.4	101.5	98.7	94.1	93.5	98.5	97.6	107.2
Department stores	94.0	95.4	100.1	101.1	105.1	114.4	106.7	98.3	96.3	96.1	95.7	96.0
Apparel group	91.0	92.7	96.4	99.3	105.2	118.4	109.9	99.8	100.3	96.9	95.8	94.1
Furniture and appliance group	95.5	98.2	100.9	102.1	99.6	103.9	104.5	104.2	98.6	98.3	96.9	97.1
Tire, battery, accessory dealers	104.6	103.4	100.4	98.6	96.6	98.7	94.7	97.4	98.0	101.0	102.0	104.1
CHARGE ACCOUNTS												
United States, total	95.4	97.6	100.0	101.6	105.9	111.0	99.8	95.1	95.4	96.9	100.5	100.8
Durable goods stores, total	104.4	108.0	109.6	107.6	103.6	95.7	92.3	90.4	88.6	95.3	99.8	104.7
Nondurable goods stores, total	92.0	94.0	97.9	99.1	106.6	115.9	102.5	97.0	97.4	97.1	100.9	99.7
General merchandise group without nonstores (except department stores mail order)	92.6	93.0	97.2	99.6	109.4	129.3	104.1	96.5	93.7	93.9	95.4	95.2
Nonstores	100.8	104.6	106.1	104.2	103.1	96.5	94.3	92.8	92.6	97.2	102.7	105.4
Department stores	88.3	90.9	94.1	95.6	108.4	131.1	109.3	99.0	95.6	95.9	96.1	95.8
Apparel group	88.0	89.8	100.5	105.0	108.5	121.9	109.3	96.6	97.5	95.1	94.9	92.6
Furniture and appliance group	98.5	102.8	105.3	101.3	100.1	109.8	101.7	96.3	92.7	95.1	97.4	98.9
INSTALLMENT ACCOUNTS												
United States, total	96.7	97.5	98.5	98.5	101.1	108.5	104.7	101.2	99.3	98.6	97.7	97.5
Durable goods stores, total	99.6	100.1	99.4	99.0	98.0	102.3	101.2	101.5	98.9	100.3	98.6	100.9
Nondurable goods stores, total	96.4	97.3	98.2	98.5	100.4	110.0	105.2	101.1	99.4	98.4	97.6	97.2
General merchandise group without nonstores (except department stores mail order)	96.9	97.7	98.8	99.1	101.7	110.2	105.0	100.5	98.6	97.4	96.9	97.0
Nonstores	102.2	101.4	98.0	95.2	95.0	100.9	99.4	100.2	100.5	103.1	100.8	102.9
Department stores	97.0	97.3	98.5	97.9	100.0	110.1	105.2	100.7	99.2	98.1	98.0	97.6
Apparel group	93.6	94.1	94.6	97.0	103.4	117.2	108.9	101.1	100.1	98.7	95.9	94.7
Furniture and appliance group	95.7	98.0	100.2	102.4	99.2	103.7	103.7	103.9	98.4	98.6	97.3	98.8

Note: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from January 1959 through June 1973, using the X-11 version of the Census Method II seasonal adjustment program. The adjustment factors shown above for accounts receivable are a combination of seasonal and holiday factors. Adjusted accounts receivable data shown in tables 11 and 12 are obtained by dividing the unadjusted data shown in these tables by the adjustment factors shown above for the corresponding kind of business.

Table 24. Average Month-to-Month Percent Changes and Related Summary Measures for Adjusted Retail Sales: All Stores and Group II Stores

Kind of business	$\bar{O}$	$\bar{S}$	Range of seasonal factor	$\overline{CI}$	$\bar{I}$	$\bar{C}$	$\bar{I}/\bar{C}$	MCD	Average duration of run			
									CI	I	C	MCD
	ALL STORES											
United States, total	7.56	5.84	30.9	.95	.79	.46	1.73	2	2.13	1.63	22.20	3.45
Durable goods stores, total	7.36	6.07	28.4	2.18	1.95	.73	2.68	4	1.85	1.56	10.09	3.78
Nondurable goods stores, total	8.48	6.45	37.8	.85	.68	.45	1.53	2	2.18	1.50	22.20	3.30
Food group	5.92	2.53	10.8	.76	.64	.38	1.67	2	1.99	1.71	44.20	3.73
Grocery stores	6.05	2.35	9.9	.78	.61	.43	1.40	2	2.34	1.47	20.18	4.25
Eating and drinking places	5.18	3.60	21.5	.93	.73	.48	1.53	2	2.18	1.68	11.68	3.35
General merchandise group without nonstores (except department stores mail order)	16.64	14.99	97.0	1.52	1.34	.62	2.15	3	1.86	1.48	18.48	3.32
Department stores	17.52	15.51	101.1	1.64	1.48	.65	2.29	3	1.85	1.48	31.71	3.86
Variety stores	19.82	18.56	123.6	1.80	1.69	.53	3.21	4	1.71	1.56	9.65	3.42
Mail-order houses (department store merchandise)	16.59	14.72	81.5	2.57	2.47	.67	3.69	4	1.68	1.48	12.33	3.13
Apparel group	18.99	16.58	87.6	1.85	1.73	.47	3.70	4	1.67	1.51	10.09	2.67
Men's, boys' wear stores	21.23	19.42	109.6	2.60	2.39	.69	3.44	4	1.67	1.47	8.54	2.77
Women's apparel, accessory stores	18.21	15.93	81.1	2.09	1.97	.54	3.68	4	1.69	1.56	8.88	3.17
Shoe stores	19.68	16.62	54.9	2.52	2.40	.61	3.92	5	1.69	1.63	7.40	2.87
Furniture and appliance group	8.42	7.61	39.5	1.49	1.35	.53	2.55	3	1.71	1.48	13.06	3.49
Furniture, home furnishing stores	7.97	7.08	29.9	1.74	1.57	.57	2.75	3	1.81	1.55	10.05	3.13
Household appliance, TV, radio stores	10.21	9.16	52.8	2.56	2.38	.72	3.30	4	1.85	1.68	9.65	2.96
Building materials, hardware, farm equip. group	8.87	8.68	45.5	2.02	1.89	.61	3.08	4	1.91	1.61	9.25	3.53
Lumber and other bldg. materials dealers	9.08	8.31	43.5	2.11	1.94	.75	2.59	3	1.87	1.68	12.33	3.67
Hardware stores	12.57	10.75	62.0	2.16	2.06	.62	3.30	4	1.95	1.71	7.40	3.59
Automotive group	7.59	5.86	28.5	3.50	3.11	1.03	3.02	4	1.96	1.76	7.50	3.76
Passenger car, other automotive dealers	7.81	5.84	28.9	3.71	3.31	1.03	3.21	5	1.96	1.78	7.16	4.54
Tire, battery, accessory dealers	11.81	10.19	39.9	2.61	2.41	.87	2.77	4	1.72	1.49	10.09	3.48
Gasoline service stations	4.21	2.51	13.5	.88	.69	.52	1.32	2	2.16	1.45	17.08	3.75
Drug and proprietary stores	7.22	6.50	36.0	1.03	.80	.54	1.47	2	2.22	1.61	13.88	3.45
Liquor stores	11.36	9.19	54.1	1.48	1.31	.57	2.30	3	1.82	1.42	24.67	3.38
	GROUP II STORES											
United States, total	10.88	8.96	54.2	1.07	.86	.63	1.37	2	2.31	1.59	31.71	4.09
Grocery stores	7.89	2.61	13.1	1.14	1.02	.58	1.77	2	1.82	1.41	55.50	3.81
Eating and drinking places	4.65	3.21	16.4	2.17	1.98	.92	2.14	3	1.85	1.56	11.68	3.38
General merchandise group without nonstores (except department stores mail order)	16.97	15.34	100.7	1.80	1.64	.85	1.94	3	1.73	1.52	31.71	4.40
Department stores	16.90	14.84	98.1	2.36	2.25	1.09	2.06	3	1.73	1.52	17.08	4.23
Variety stores	20.63	19.67	127.0	1.89	1.79	.59	3.04	3	1.68	1.52	20.18	3.10
Apparel group	22.92	19.28	100.7	2.33	2.19	.63	3.39	4	1.58	1.56	14.79	3.65
Men's, boys' wear stores	25.99	23.38	119.3	4.60	4.27	1.30	3.29	4	1.83	1.66	9.25	2.88
Women's apparel, accessory stores	21.28	18.60	100.9	2.86	2.70	.76	3.54	4	1.56	1.45	7.93	3.53
Shoe stores	23.68	20.76	69.6	3.23	3.08	.73	4.22	4	1.67	1.51	8.54	2.88
Tire, battery, accessory dealers	13.88	12.20	43.3	3.20	3.04	.81	3.74	4	1.69	1.52	11.68	2.70
Drug and proprietary stores	11.11	9.54	59.3	1.67	1.45	.81	1.80	3	2.02	1.61	27.75	3.93

EXPLANATORY NOTES: The following are brief descriptions of the measures shown in this table. More complete explanations appear in "Electronic Computers and Business Indicators," Occasional Paper 57, National Bureau of Economic Research, Inc., New York, 1957.

$\bar{O}$ is the average month-to-month percentage change, without regard to sign, in the original series before seasonal or trading day adjustment.

$\bar{S}$ is the average month-to-month percentage change, without regard to sign, in the seasonal component. It is a measure of the average monthly seasonal change in the unadjusted series.

Range of seasonal factor is the difference between the largest and smallest seasonal factor for 1 calendar year. It is a measure of the maximum seasonal change in the unadjusted series.

$\overline{CI}$ is the average month-to-month percentage change, without regard to sign, in the seasonally adjusted series.

$\bar{I}$ is the average month-to-month percentage change, without regard to sign, for the irregular component. The irregular component is obtained by dividing the seasonally adjusted series by the cyclical component.

$\bar{C}$ is the average month-to-month percentage change, without regard to sign, for the cyclical component, which is a smooth, flexible moving average.

$\bar{I}/\bar{C}$ is a measure of the relative smoothness (small values) or irregularity (large values) of the seasonally adjusted series.

MCD (months for cyclical dominance) gives an estimate of the appropriate time span over which to observe cyclical movements in a monthly series. In deriving MCD the average (without regard to sign) percentage changes in the irregular component and cyclical component are computed for 1-month spans (Jan.-Feb., Feb.-Mar., etc.) 2-month spans (Jan.-Mar., Feb.-Apr., etc.), up to 5 month-spans. MCD is the shortest span for which the average change (without regard to sign) in the cyclical component is larger than the average change (without regard to sign) in the irregular component, that is, it indicates the point at which fluctuations begin to be more attributable to cyclical than to irregular movements. Since changes are not computed for spans greater than 5 months, all series with an MCD greater "5" are shown as "6." MCD is small for smooth series and large for erratic series.

Average duration of run is a measure of smoothness, and is equal to the average number of consecutive monthly changes in the same direction in any series of observations. When there is no change between 2 months, it is assumed that the "no change" is a change in the same direction as the preceding change. The average duration of run is shown for the seasonally adjusted series CI, irregular component I, cyclical component C, and the MCD moving average. The MCD moving average is a monthly average (with the number of terms equal to MCD) of the seasonally adjusted series.

A comparison of these measures with the expected average duration of run of a random series gives an indication of whether the changes approximate those of a random series. (Over 1 month intervals the expected value for a random series is 1.5 and it falls between 1.36 and 1.75 about 95% of the time. Over spans greater than 1 month (MCD spans) the expected value is 2.0.) For example, the average duration of run of CI is 1.85 for household appliances. This indicates that 1-month changes in the seasonally adjusted series, on the average, reverse sign almost as often as a random series. In the next 2 columns, 1.68 for I and 9.65 for C indicates the separation of the seasonally adjusted series into an essentially random component and the cyclical (non-random) component. Finally, 2.96 for MCD indicates that a 4-month moving average of the seasonally adjusted series (4-months being the MCD span) reverses direction on the average about every 3 months. The increase in the average duration of run from 1.85 for CI to 2.96 for the MCD moving average indicates that for this series the use of MCD spans substantially reduces the effect of the irregular component upon the seasonally adjusted series.

These averages are based on a seasonally adjusted series which is adjusted historically; that is, the months used to compute the measures were the same months used to estimate the seasonal factors. Current data, however, are adjusted by use of factors projected one year ahead, and are thus subject to additional error. Tests to data indicate the MCD are probably 2 months greater than those shown above for individual kinds of business and approximately 1 month for total retail sales; CI and I are approximately 1 1/2 times the averages shown for individual kinds of business, with the increase in irregularity somewhat smaller for total retail sales.

NOTE: The averages and summary measures shown in the table above are based on January 1953 through July 1971. The averages and summary measures for accounts receivable shown in table 25 are based on January 1959 through June 1971 data.

Table 25. Average Month-to-Month Percent Changes and Related Summary Measures for Adjusted Accounts Receivable: All Stores and Group II Stores

Kind of business	$\bar{O}$	$\bar{S}$	Range of seasonal factor	$\overline{CI}$	$\bar{I}$	$\bar{C}$	$\overline{I/C}$	MCD	Average duration of run			
									CI	I	C	MCD
ALL STORES												
TOTAL ACCOUNTS RECEIVABLE												
United States, total	2.07	1.74	8.9	.67	.47	.49	.95	1	3.10	1.49	50.67	3.10
Durable goods stores, total	1.88	1.64	6.0	.79	.69	.33	2.11	3	2.14	1.57	13.82	3.66
Nondurable goods stores, total	2.67	2.42	12.7	.92	.61	.64	.95	1	2.98	1.52	21.71	2.98
Food group	2.85	1.84	9.8	1.80	1.76	.46	3.84	5	1.65	1.52	8.00	3.02
General merchandise group without nonstores (except department stores mail order)	3.24	2.91	15.0	1.41	.98	.93	1.05	2	3.30	1.49	19.00	5.39
Department stores	3.55	3.12	16.2	1.47	1.09	.89	1.22	2	2.67	1.62	21.71	5.21
Mail order houses (department store merchandise)	2.52	1.96	10.2	1.61	1.10	1.04	1.06	2	2.62	1.49	19.00	5.39
Apparel group	5.34	4.79	26.8	1.58	1.49	.51	2.93	4	1.85	1.73	10.13	3.63
Women's ready-to-wear stores	6.31	5.83	27.8	2.24	2.04	.74	2.77	4	1.92	1.75	7.24	3.31
Furniture and appliance group	2.28	1.98	10.9	1.22	1.09	.50	2.17	3	1.88	1.67	8.44	3.33
Furniture, home furnishings stores	2.27	1.90	8.6	1.15	1.05	.47	2.22	4	1.75	1.71	6.61	3.92
Furniture stores	2.34	1.94	8.5	1.30	1.15	.51	2.23	4	2.08	1.92	6.33	3.92
Household appliance, TV, radio stores	3.31	2.44	16.6	2.18	1.99	.88	2.27	3	1.79	1.52	6.61	3.85
Household appliance dealers	3.34	2.30	17.2	2.33	2.16	.90	2.41	4	1.90	1.69	5.63	4.38
Building materials, hardware, farm equipment group	3.92	3.78	20.7	1.46	1.35	.48	2.83	4	1.92	1.60	8.94	4.26
Lumber and other building materials dealers	3.87	3.40	18.1	1.70	1.48	.66	2.25	3	1.97	1.69	8.00	3.66
Automotive group	2.59	2.14	9.4	1.42	1.30	.47	2.79	4	1.63	1.45	10.86	3.47
Passenger car dealers (franchised)	3.05	2.29	7.8	1.74	1.56	.59	2.67	4	1.88	1.63	8.00	3.47
Tire, battery, accessory dealers	3.05	2.40	12.2	1.93	1.58	.97	1.64	2	2.24	1.65	7.60	3.43
Gasoline service stations	2.67	2.13	11.1	1.91	1.72	.61	2.83	4	1.95	1.79	8.44	3.72
CHARGE ACCOUNTS												
United States, total	2.35	2.00	8.9	.69	.59	.31	1.94	3	2.05	1.75	10.13	3.85
Durable goods stores, total	2.69	2.55	11.4	1.02	.89	.42	2.11	3	1.79	1.50	8.94	3.85
Nondurable goods stores, total	3.32	3.03	13.3	.92	.82	.32	2.55	3	2.03	1.63	8.94	3.66
General merchandise group without nonstores (except department stores mail order)	6.55	6.00	35.3	1.98	1.69	.93	1.82	2	2.00	1.43	7.24	3.15
Department stores	7.22	6.78	40.2	1.83	1.64	.62	2.64	4	1.83	1.49	6.08	4.03
Apparel group	6.18	5.48	28.1	1.90	1.68	.68	2.48	4	1.97	1.63	10.13	4.26
Furniture and appliance group	3.34	2.73	15.8	1.83	1.69	.71	2.37	4	2.05	1.73	8.00	3.82
Furniture, home furnishings stores	3.25	2.40	12.8	2.17	1.95	.86	2.28	3	1.97	1.63	8.00	3.06
Building materials, hardware, farm equipment group	4.20	4.04	21.7	1.41	1.31	.52	2.54	3	1.83	1.57	7.24	3.06
Lumber and other building materials dealers	4.03	3.69	19.0	1.74	1.52	.67	2.28	3	1.83	1.52	8.00	3.19
Automotive group	3.04	2.32	9.6	1.91	1.79	.60	2.97	4	1.69	1.49	8.44	3.39
Passenger car dealers (franchised)	3.48	2.38	9.8	2.15	2.02	.62	3.25	4	1.73	1.58	7.24	2.53
Gasoline service stations	2.74	2.11	10.8	1.91	1.76	.61	2.87	4	1.85	1.71	9.50	3.72
INSTALLMENT ACCOUNTS												
United States, total	2.21	1.82	11.1	1.08	.79	.72	1.10	2	2.58	1.46	50.67	8.88
Durable goods stores, total	2.05	1.65	7.3	1.10	.99	.45	2.21	3	2.03	1.60	7.60	3.57
Nondurable goods stores, total	2.44	2.04	12.6	1.22	.72	.98	.73	1	3.53	1.43	50.67	3.53
General merchandise group without nonstores (except department stores mail order)	2.56	2.08	12.8	1.36	.83	1.07	.77	1	3.80	1.43	30.40	3.80
Department stores	2.63	2.16	12.8	1.39	.94	.95	1.00	2	3.23	1.49	30.40	6.57
Apparel group	4.73	3.25	23.4	2.78	2.45	1.07	2.30	3	1.79	1.48	10.13	4.84
Furniture and appliance group	2.33	1.81	9.8	1.43	1.28	.66	1.95	3	2.14	1.71	8.44	3.85
Furniture, home furnishings stores	2.61	1.70	7.8	1.59	1.45	.61	2.38	3	1.79	1.60	7.60	3.13
Household appliance, TV, radio stores	3.45	1.91	14.0	2.79	2.61	1.04	2.52	4	1.83	1.71	8.44	4.03
Automotive group	3.26	2.65	10.0	2.12	1.97	.66	2.99	4	1.97	1.75	6.91	3.92
Tire, battery, accessory dealers	3.69	2.62	10.1	2.44	2.03	1.19	1.71	3	2.20	1.63	6.61	4.05
GROUP II STORES												
TOTAL ACCOUNTS RECEIVABLE												
United States, total	2.83	2.09	12.4	1.59	1.05	1.03	1.02	2	4.75	1.55	30.40	10.79
Durable goods stores, total	2.07	1.31	6.9	1.49	1.25	.69	1.82	3	2.17	1.57	16.89	4.55
Nondurable goods stores, total	3.06	2.47	14.5	1.63	1.01	1.17	.86	1	4.00	1.58	30.40	4.00
General merchandise group without nonstores (except department stores mail order)	3.20	2.48	14.6	1.82	1.14	1.26	.90	1	3.80	1.46	9.50	3.80
Department stores	3.65	2.64	14.2	2.21	1.63	1.19	1.37	2	3.10	1.69	13.82	4.87
Apparel group	5.94	4.78	28.6	2.56	2.35	1.00	2.35	3	1.77	1.58	10.86	5.00
Furniture and appliance group	2.38	1.59	11.1	1.91	1.67	.92	1.81	2	1.90	1.48	10.13	3.60
Tire, battery, accessory dealers	3.00	2.32	12.9	2.15	1.67	1.07	1.56	3	2.34	1.60	7.24	4.84
CHARGE ACCOUNTS												
United States, total	4.10	3.39	18.6	1.69	1.51	.81	1.88	3	2.37	1.77	10.13	3.75
Durable goods stores, total	4.56	3.44	20.5	2.73	2.54	.88	2.88	4	1.71	1.54	8.00	3.47
Nondurable goods stores, total	5.54	4.94	25.7	2.03	1.84	.88	2.09	3	1.81	1.71	11.69	3.57
General merchandise group without nonstores (except department stores mail order)	7.80	6.99	41.2	2.72	2.55	1.01	2.53	4	1.95	1.58	6.61	3.92
Department stores	8.15	7.53	45.2	2.53	2.33	.89	2.60	4	2.11	1.81	6.08	4.03
Apparel group	7.99	6.21	35.6	4.26	3.84	1.46	2.63	4	1.83	1.63	8.00	3.47
Furniture and appliance group	8.48	4.55	13.9	7.22	6.82	2.42	2.82	3	1.67	1.55	8.00	2.73
INSTALLMENT ACCOUNTS												
United States, total	2.61	1.87	12.0	1.59	.96	1.18	.81	1	4.22	1.46	13.82	4.22
Durable goods stores, total	2.20	1.40	7.3	1.65	1.51	.75	2.01	3	1.77	1.63	15.20	5.00
Nondurable goods stores, total	2.75	2.04	13.2	1.59	.91	1.17	.78	1	5.43	1.65	50.67	5.43
General merchandise group without nonstores (except department stores mail order)	2.73	2.10	13.1	1.64	.93	1.21	.77	1	4.75	1.52	30.40	4.75
Department stores	2.83	2.08	12.1	1.71	1.14	1.08	1.05	2	3.62	1.62	30.40	6.57
Apparel group	5.78	4.21	24.7	3.29	2.88	1.32	2.18	3	1.97	1.60	16.89	5.56
Furniture and appliance group	2.36	1.36	9.4	2.01	1.64	.99	1.65	2	1.88	1.45	9.50	3.21

Note: See explanatory notes at the end of table 24.

Standard Metropolitan Statistical Areas Included in This Report

(As defined by the Office of Management and Budget as of January 15, 1968)

STANDARD CONSOLIDATED AREA

CHICAGO, ILL.--NORTHWESTERN INDIANA:
Chicago, Ill., SMSA and Gary-Hammond-East Chicago, Ind. SMSA

NEW YORK, N.Y.--NORTHEASTERN NEW JERSEY:
New York, N.Y., SMSA; Nassau-Suffolk, N.Y., SMSA; Jersey City, N.J., SMSA; Newark, N.J., SMSA; Patterson-Clifton-Passaic, N.J., SMSA; and Middlesex and Somerset Counties, N.J.

STANDARD METROPOLITAN STATISTICAL AREAS

AKRON, OHIO: Portage and Summit Counties, Ohio

ALBANY-SCHENECTADY-TROY, N.Y.: Albany, Rensselaer, Saratoga, and Schenectady Counties, N.Y.

ALBUQUERQUE, N. MEX.: Coextensive with Bernalillo County, N. MEX.

ANAHEIM-SANTA ANA-GARDEN GROVE, CALIF.: Coextensive with Orange County, Calif.

ASHEVILLE, N.C.: Coextensive with Buncombe County, N.C.

ATLANTA, GA.: Clayton, Cobb, DeKalb, Fulton, and Gwinnett Counties, Ga.

AUGUSTA, GA.-S.C.: Richmond County, Ga., and Aiken County, S.C.

BAKERSFIELD, CALIF.: Coextensive with Kern County, Calif.

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

BATON ROUGE, LA.: Coextensive with East Baton Rouge Parish, La.

BILLINGS, MONT.: Coextensive with Yellowstone County, Mont.

BINGHAMTON, N.Y.-PA.: Broome and Tioga Counties, N.Y., and Susquehanna County, Pa.

BIRMINGHAM, ALA.: Jefferson, Shelby and Walker Counties, Ala.

BOSTON, MASS.:[1] All of Suffolk County and parts of Essex, Middlesex, Norfolk, and Plymouth Counties, Mass.

BUFFALO, N.Y.: Erie and Niagara Counties, N.Y.

CANTON, OHIO: Coextensive with Stark County, Ohio

CEDAR RAPIDS, IOWA: Coextensive with Linn County, Iowa

CHARLESTON, S.C.: Berkeley and Charleston Counties, S.C.

CHARLESTON, W. VA.: Coextensive with Kanawha County, W. Va.

CHATTANOOGA, TENN.-GA.: Hamilton County, Tenn., and Walker County, Ga.

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

CINCINNATI, OHIO-KY.-IND.: Clermont, Hamilton, and Warren Counties, Ohio; Boone, Campbell, and Kenton Counties, Ky.; and Dearborn County, Ind.

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

COLUMBIA, S.C.: Lexington and Richland Counties, S.C.

COLUMBUS, OHIO: Delaware, Franklin, and Pickaway Counties, Ohio

CORPUS CHRISTI, TEX.: Nueces and San Patricio Counties, Tex.

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

DAYTON, OHIO: Greene, Miami, Montgomery, and Preble Counties, Ohio.

DECATUR, ILL.: Coextensive with Macon County, Ill.

DENVER, COLO.: Adams, Arapahoe, Boulder, Denver, and Jefferson Counties, Colo.

DES MOINES, IOWA: Coextensive with Polk County, Iowa

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

DUBUQUE, IOWA: Coextensive with Dubuque County, Iowa

DULUTH-SUPERIOR, MINN.-WIS.: St. Louis County, Minn., and Douglas County, Wis.

EL PASO, TEX.: Coextensive with El Paso County, Tex.

ERIE, PA.: Coextensive with Erie County, Pa.

EUGENE, OREG.: Coextensive with Lane County, Oreg.

FARGO-MOORHEAD, N. DAK.-MINN.: Cass County, N. Dak., and Clay County, Minn.

FLINT, MICH.: Genesee and Lapeer Counties, Mich.

FORT SMITH, ARK.-OKLA.: Crawford and Sebastian Counties, Ark.; and LeFlore and Sequoyah Counties, Okla.

FORT WAYNE, IND.: Coextensive with Allen County, Ind.

FORT WORTH, TEX.: Johnson and Tarrant Counties, Tex.

FRESNO, CALIF.: Coextensive with Fresno County, Calif.

GARY-HAMMOND-EAST CHICAGO, IND.: Lake and Porter Counties, Ind.

GRAND RAPIDS, MICH.: Kent and Ottawa Counties, Mich.

GREAT FALLS, MONT.: Coextensive with Cascade County, Mont.

GREEN BAY, WIS.: Coextensive with Brown County, Wis.

GREENSBORO-WINSTON-SALEM-HIGH POINT, N.C.: Forsyth, Guilford, Randolph, and Yadkin Counties, N.C.

[1]Statistics for the Boston SMSA in tables 8 and 9 include retail stores in all of Essex, Middlesex, Norfolk, and Suffolk Counties.

GREENVILLE, S.C.: Greenville and Pickens Counties, S.C.

HARTFORD, CONN.: Parts of Hartford, Middlesex, and Tolland Counties, Conn.

HONOLULU, HAWAII: Coextensive with Honolulu County, Hawaii

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

INDIANAPOLIS, IND.: Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, and Shelby Counties, Ind.

JACKSON, MICH.: Coextensive with Jackson County, Mich.

JACKSON, MISS.: Hinds and Rankin Counties, Miss.

JACKSONVILLE, FLA.: Coextensive with Duval County, Fla.

KALAMAZOO, MICH.: Coextensive with Kalamazoo County, Mich.

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

KNOXVILLE, TENN.: Anderson, Blount, and Knox Counties, Tenn.

LANCASTER, PA.: Coextensive with Lancaster County, Pa.

LANSING, MICH.: Clinton, Eaton, and Ingham Counties, Mich.

LEXINGTON, Ky.: Coextensive with Fayette County, Ky.

LINCOLN, NEBR.: Coextensive with Lancaster County, Nebr.

LITTLE ROCK-NORTH LITTLE ROCK, ARK.: Pulaski and Saline Counties, Ark.

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

LOUISVILLE, KY.-IND.: Jefferson County, Ky., and Clark and Floyd Counties, Ind.

LOWELL, MASS.: Lowell city, and Billerica, Chelmsford, Dracut, Tewksbury, Tyngsborough, and Westford towns in Middlesex County, Mass.

LYNCHBURG, VA.: Lynchburg city, and Amherst and Campbell Counties, Va.

MACON, GA.: Bibb and Houston Counties, Ga.

MEMPHIS, TENN.-ARK.: Shelby County, Tenn., and Crittenden County, Ark.

MIAMI, FLA.: Coextensive with Dade County, Fla.

MILWAUKEE, WIS.: Milwaukee, Ozaukee, Washington, and Waukesha Counties, Wis.

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

MOBILE, ALA.: Baldwin and Mobile Counties, Ala.

MONTGOMERY, ALA.: Elmore and Montgomery Counties, Ala.

MUNCIE, IND.: Coextensive with Delaware County, Ind.

MUSKEGON-MUSKEGON HEIGHTS, MICH.: Coextensive with Muskegon County, Mich.

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

NEW ORLEANS, LA.: Jefferson, Orleans, St. Bernard, and St. Tammany Parishes, La.

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

NEWARK, N.J.: Essex, Morris, and Union Counties, N.J.

NEWPORT NEWS-HAMPTON, VA.: Newport News and Hampton cities, and York County, Va.

NORFOLK-PORTSMOUTH, VA.: Chesapeake, Norfolk, Portsmouth, and Virginia Beach cities, Va.

OKLAHOMA CITY, OKLA.: Canadian, Cleveland, and Oklahoma Counties, Okla.

OMAHA, NEBR.-IOWA: Douglas and Sarpy Counties, Nebr., and Pottawattamie County, Iowa

ORLANDO, FLA.: Orange and Seminole Counties, Fla.

PATERSON-CLIFTON-PASSAIC, N.J.: Bergen and Passaic Counties, N.J.

PEORIA, ILL.: Peoria, Tazewell, and Woodford Counties, Ill.

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

PHOENIX, ARIZ.: Coextensive with Maricopa County, Ariz.

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

PORTLAND, MAINE: Portland, South Portland, and Westbrook cities, and Cape Elizabeth, Cumberland, Falmouth, Gorham, Scarborough, and Yarmouth towns in Cumberland County, Maine

PORTLAND, OREG.-WASH.: Clackamas, Multnomah, and Washington Counties, Oreg., and Clark County, Wash.

PROVIDENCE-PAWTUCKET-WARWICK, R.I.-MASS.: Bristol County and parts of Kent, Newport, Providence, and Washington Counties, R.I.: parts of Bristol, Norfolk, and Worcester Counties, Mass.

RALEIGH, N.C.: Coextensive with Wake County, N.C.

READING, PA.: Coextensive with Berks County, Pa.

RICHMOND, VA.: Richmond city, and Chesterfield, Hanover, and Henrico Counties, Va.

ROANOKE, VA.: Roanoke and Salem cities, and Roanoke County, Va.

ROCHESTER, N.Y.: Livingston, Monroe, Orleans, and Wayne Counties, N.Y.

SACRAMENTO, CALIF.: Placer, Sacramento, and Yolo Counties, Calif.

ST. JOSEPH, MO.: Coextensive with Buchanan County, Mo.

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

SALEM, OREG.: Marion and Polk Counties, Oreg.

SALT LAKE CITY, UTAH: Davis and Salt Lake Counties, Utah

SAN ANTONIO, TEX.: Bexar and Guadalupe Counties, Tex.

SAN BERNARDINO-RIVERSIDE-ONTARIO, CALIF.: Riverside and San Bernardino Counties, Calif.

SAN DIEGO, CALIF.: Coextensive with San Diego County, Calif.

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

SAN JOSE, CALIF.: Coextensive with Santa Clara County, Calif.

SAVANNAH, GA.: Coextensive with Chatham County, Ga.

SCRANTON, PA.: Coextensive with Lackawanna County, Pa.

SEATTLE-EVERETT, WASH.: King and Snohomis Counties, Wash.

SHREVEPORT, LA.: Bossier and Caddo Parishes, La.

SIOUX CITY, IOWA-NEBR.: Woodbury County, Iowa, and Dakota County, Nebr.

SIOUX FALLS, S. DAK.: Coextensive with Minnehaha County, S. Dak.

SOUTH BEND, IND.: Marshall and St. Joseph Counties, Ind.

SPOKANE, WASH.: Coextensive with Spokane County, Wash.

SPRINGFIELD, ILL.: Coextensive with Sangamon County, Ill.

SPRINGFIELD, MO.: Coextensive with Greene County, Mo.

SPRINGFIELD, OHIO: Coextensive with Clark County, Ohio

STOCKTON, CALIF.: Coextensive with San Joaquin County, Calif.

SYRACUSE, N.Y.: Madison, Onondaga, and Oswego Counties, N.Y.

TACOMA, WASH.: Coextensive with Pierce County, Wash.

TAMPA-ST. PETERSBURG, FLA.: Hillsborough and Pinellas Counties, Fla.

TOLEDO, OHIO-MICH.: Lucas and Wood Counties, Ohio, and Monroe County, Mich.

TOPEKA, KANS.: Coextensive with Shawnee County, Kans.

TRENTON, N.J.: Coextensive with Mercer County, N.J.

TUCSON, ARIZ.: Coextensive with Pima County, Ariz.

UTICA-ROME, N.Y.: Herkimer and Oneida Counties, N.Y.

WACO, TEX.: Coextensive with McLennan County, Tex.

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

WATERLOO, IOWA: Coextensive with Black Hawk County, Iowa

WHEELING, W. VA.-OHIO: Marshall and Ohio Counties, W.Va., and Belmont County, Ohio

WICHITA, KANS.: Butler and Sedgwick Counties, Kans.

WILKES BARRE-HAZLETON PA.: Coextensive with Luzerne County, Pa.

WORCESTER, MASS.: Worcester city, and Auburn, Berlin, Boylston, Brookfield, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Shrewsbury, Spencer, Sterling, Sutton, Upton, Westborough, and West Boylston towns in Worcester County, Mass.

YOUNGSTOWN-WARREN, OHIO: Mahoning and Trumbull Counties, Ohio

GEOGRAPHIC REGIONS AND DIVISIONS

THE NORTHEASTERN STATES

New England Division
- Maine
- New Hampshire
- Vermont
- Massachusetts
- Rhode Island
- Connecticut

Middle Atlantic Division
- New York
- New Jersey
- Pennsylvania

THE NORTH CENTRAL STATES

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

East North Central Division
- Ohio
- Indiana
- Illinois
- Michigan
- Wisconsin

THE SOUTH

East South Central Division
- Kentucky
- Tennessee
- Alabama
- Mississippi

West South Central Division
- Arkansas
- Louisiana
- Oklahoma
- Texas

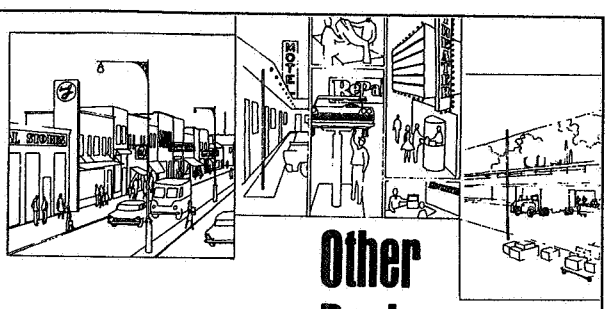
South Atlantic Division
- Delaware
- Maryland
- District of Columbia
- Virginia
- West Virginia
- North Carolina
- South Carolina
- Georgia
- Florida

THE WEST

Mountain Division
- Montana
- Idaho
- Wyoming
- Colorado
- New Mexico
- Arizona
- Utah
- Nevada

Pacific Division
- Washington
- Oregon
- California
- Alaska
- Hawaii

UP-TO-DATE BUSINESS REPORTS



Current Reports on Retail Trade

***Weekly Retail Sales**—Estimates of weekly retail sales for the United States for selected major kind-of-business groups, including figures for the comparable weeks in the previous year. Issued each Thursday.

***Monthly Retail Trade Report**—Estimates of monthly retail sales for the United States by major kind-of-business groups and selected individual kinds of business; separate figures shown, in more limited kind-of-business detail, for firms operating 11 or more retail stores. Summary sales data presented for geographic regions and divisions, and for 15 large States, the 20 large standard metropolitan statistical areas and the five largest cities. Also included are national estimates of end-of-month accounts receivable balances for retail stores.

***Annual Retail Trade Report**—Estimates of annual sales and purchases, and of year-end accounts receivable, balances and inventories held by retailers in the United States by major kind-of-business groups and selected individual kinds of business. Separate figures shown in more limited kind-of-business detail for firms operating 11 or more retail stores. Also shown are sales-inventory ratios and per capita sales by kind-of-business for the United States, by major kind-of-business groups. Per capita sales estimates are also shown in limited kind-of-business detail for geographic divisions, and for the larger States and standard metropolitan statistical areas.

***Advance Monthly Retail Sales**—Advance estimates of monthly retail sales for the United States (including data adjusted for seasonal variations and trading day differences) are compiled by major kind-of-business groups about 10 days after the month covered.

Annual Subscription $30.10

†Monthly Department Store Sales for Selected Areas—Monthly dollar sales volume and the percent change in sales compared with the previous month and the same month in the previous year; cumulative year-to-date comparisons with data for the previous year. The number of department stores in the current month is also shown. Data are collected in about 200 standard metropolitan statistical areas, cities, and other areas.

Annual Subscription $1.00

Selected Services Trade

†Monthly Selected Services Receipts—This report provides data on monthly receipts of six major kind-of-business groups of services: Hotels, motels, tourist courts, trailer parks, and camps; personal services; business services; automotive services; miscellaneous repair services; and motion picture, amusement, and recreation services. Comparable data for the previous months and for the same month in the previous year are also shown, in addition to the percent changes. Data are shown both unadjusted and adjusted for seasonal variations and trading day differences.

Annual Subscription $1.00

Wholesale Trade

***Monthly Wholesale Trade Report**—This report includes estimated dollar sales, end-of-month inventories, and stock-sales ratios of merchant wholesalers, by kind of business for the current month, with comparisons for previous months. Dollar volume sales estimates are shown by geographic division in total and for durable and nondurable kind-of-business subtotals. Sales and inventory trends (percent changes) are shown by detailed kinds-of-business at the national level and for selected kinds-of-businesses by geographic division. Measures of sampling variability are given. United States data are shown adjusted for seasonal variations and in the case of sales, also for trading day differences.

Annual Subscription $5.15

Other Business Reports

†Canned Food Report—This report is issued for five dates—January 1, April 1, June 1, July 1, and November 1 - to show total stocks of wholesale distributors and canners, including warehouses of retail multiunit organizations, of selected canned food items. In the January 1 report, separate data are shown for the No. 10 can size as well as for warehouse stocks of retail multiunit organizations.

Annual Subscription $1.00

†Green Coffee Inventories and Roastings—This quarterly report provides estimates of green coffee inventories held by roasters, importers, and dealers, the quantity of green coffee roasted, and the amount roasted for soluble use, by quarters, for the current and previous 3 years. Also included are quarterly imports of green coffee.

Annual Subscription $1.00

*Available from the **Superintendent of Documents**, U.S. Government Printing Office, Washington, D.C. 20402.

†Available from the Publications Distribution Section, Social and Economic Statistics Administration, Washington, D.C. 20233

Publications Order Forms furnishing additional information of the various reports listed here are available free of charge from the Publications Distribution Section, Social and Economic Statistics Administration, Washington, D.C. 20233.

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
Washington, D.C. 20402

OFFICIAL BUSINESS

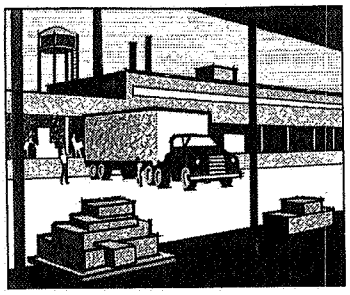
FIRST CLASS MAIL

POSTAGE AND
FEES PAID
U.S. GOVERNMENT
PRINTING OFFICE
375

U.S.MAIL

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

AMERICAN REVOLUTION BICENTENNIAL
1776-1976



CURRENT BUSINESS REPORTS

Monthly Wholesale Trade

SALES AND INVENTORIES

Issued: May 1974

BW-74-3

March 1974

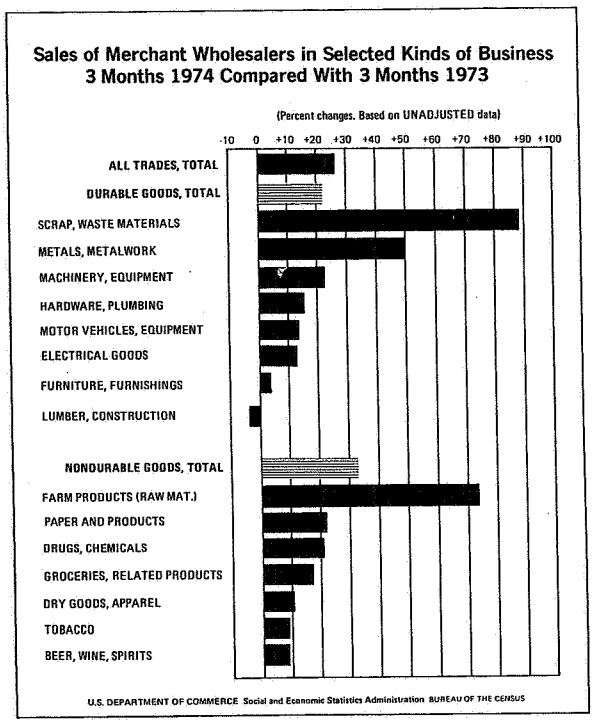
Sales—March 1974 sales of merchant wholesalers were estimated at $37.5 billion. After adjustment for seasonal variations and trading day differences, but not for price changes, March sales were $37.4 billion, up 4 percent from last month, and 28 percent above March 1973. Adjusted January-through-March sales were 10 percent above the October-through-December period, and were 27 percent above the average for the comparable months a year ago.

After adjustment, March sales in the durable goods trades increased 5 percent above the previous month and were 21 percent above March 1973. Nondurable goods sales were 3 percent above the previous month, and 33 percent above the same month a year ago. Average monthly sales in the durable goods group during the January-through-March period were 8 percent above the prior three months, and were 21 percent above the comparable period a year ago. Three months average sales for the nondurable goods group were 11 percent above the average for the October-through-December period, and were 32 percent above the average for the same period a year ago.

By trade group, comparisons with previous month sales levels reflected mixed trends with 12 trade groups showing gains, 4 indicating declines, and 1 no change. The larger increases were reported in machinery, equipment, supplies and drugs, chemicals, both up 7 percent. The largest decrease was noted in furniture, home furnishings (−5%). Compared with sales a year ago, all trade groups showed increases with the exception of lumber, construction materials (−6%), and furniture, home furnishings (−1%). Among the sharper increases were farm products, raw materials (80%); scrap, waste materials (75%); and metals, metalwork (56%).

Inventories—Total inventories of merchant wholesalers were valued at $39.8 billion at the end of March. After adjustment for seasonal variations, but not for price changes, March inventories were up 2 percent from last month and were 19 percent above March 1973. Durable goods stocks were up 3 percent from the previous month and were 15 percent above March 1973. Nondurable goods stocks increased 2 percent during March and were 23 percent above stocks on hand a year ago.

Based on adjusted data, all trade groups showed increases from their previous months' inventory levels with the exception of furniture, home furnishings (−3%) and paper, paper products (−1%). Both electrical goods, and groceries, and related products remained unchanged. The larger increases were noted in motor vehicles, automotive equipment, and beer, wine, and spirits, both up 6 percent. Changes from year ago levels were more substantial with all trade groups showing increases. Among the sharper increases were farm products, raw materials (30%); groceries, and related products (30%); and scrap, waste materials (27%).



Stock-Sales Ratio—The March stock-sales ratio for merchant wholesalers, based on seasonally adjusted data was 105 percent, 2 points below the previous month, and 8 points below the March 1973 ratio. The stock-sales ratio for durable goods was 135 percent, down 2 points from the previous month, and 7 points below the year-ago ratio. The ratio for nondurable goods was 82 percent, 1 point below the previous month, and 6 points below the March 1973 ratio.

An advance release of March 1974 data was issued on May 6, 1974

U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Single copies 45 cents; annual subscription $5.15 Add $1.30 for each subscription to a foreign address.

Table 1. Estimated Monthly Sales of Merchant Wholesalers, United States, by Kind of Business: 1973 and 1974

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1974			1973										Total 3 months	
	Jan.	Feb.	Mar.[1]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1974	1973
MERCHANT WHOLESALERS, TOTAL	33,694	32,730	37,485	29,852	28,859	31,232	30,104	29,892	32,391	29,849	34,067	33,895	32,834	103,909	81,741
TOTAL (exc. farm products, raw materials)	29,724	28,871	33,144	27,330	26,576	28,526	27,687	27,265	29,644	27,173	30,590	29,958	28,768	91,740	74,763
DURABLE GOODS, TOTAL	14,682	14,103	16,557	13,831	13,841	14,828	14,567	14,073	14,958	13,739	15,463	14,971	13,894	45,344	37,387
Motor vehicles, automotive equipment, total[2]	2,743	2,538	2,934	2,641	2,710	2,852	2,767	2,681	2,612	2,365	2,660	2,639	2,410	8,216	7,194
Automotive equipment, tires, tubes	1,289	1,218	1,326	1,309	1,326	1,451	1,410	1,414	1,394	1,312	1,420	1,354	1,159	3,833	3,610
Automotive equipment	1,080	1,049	1,123	1,124	1,125	1,225	1,188	1,191	1,178	1,116	1,196	1,139	964	3,252	3,105
Electrical goods, total	1,836	1,757	2,033	1,822	1,754	1,764	1,952	1,996	2,001	1,899	2,129	2,060	1,935	5,626	4,993
Electrical supplies, apparatus	905	871	956	796	813	838	885	893	913	868	990	941	938	2,732	2,219
Electrical appliances, TV, radio sets, electronic parts, equipments	931	886	1,077	1,026	941	926	1,067	1,103	1,089	1,032	1,139	1,119	996	2,894	2,774
Appliances, TV, radio sets	592	561	682	690	609	599	700	723	705	670	738	722	654	1,835	1,864
Furniture, home furnishings, total	548	530	601	606	557	572	575	539	614	562	665	643	546	1,679	1,619
Furniture-household, office	155	148	172	182	175	(S)	178	153	171	152	181	(S)	161	475	507
Home furnishings, floor coverings	392	382	429	425	382	401	397	385	442	410	484	476	384	1,204	1,112
Hardware, plumbing, heating equipment, supplies, total	1,306	1,264	1,438	1,263	1,268	1,375	1,384	1,343	1,442	1,315	1,475	1,369	1,274	4,008	3,451
Hardware	542	519	598	492	479	515	504	493	534	481	568	549	465	1,658	1,357
General-line hardware	300	290	337	284	267	283	288	280	306	274	324	312	257	927	768
Plumbing and heating equip., supplies	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	1,895	(S)
Air conditioning, refrigeration equipment, supplies	150	151	(S)	(S)	(S)	(S)	211	208	(S)	171	177	(S)	(S)	455	397
Lumber, construction materials, total	1,326	1,245	1,478	1,594	1,675	1,759	1,729	1,608	1,755	1,544	1,630	1,538	1,349	4,050	4,225
Lumber, millwork	883	817	971	1,100	1,152	1,184	1,151	1,067	1,139	1,017	1,060	1,031	920	2,671	2,876
Construction materials	443	428	507	494	522	576	578	540	615	528	570	507	429	1,378	1,349
Machinery, equipment, supplies, total	3,631	3,586	4,265	3,466	3,423	3,748	3,649	3,449	3,732	3,456	3,859	3,702	3,557	11,482	9,346
Construction machinery, equipment	635	656	883	596	610	649	634	624	649	625	695	641	620	2,174	1,565
Industrial machinery, equipment, supplies	1,787	1,722	1,977	1,662	1,632	1,850	1,751	1,637	1,799	1,654	1,893	1,856	1,737	5,486	4,541
Professional equipment, supplies	443	416	476	457	418	449	459	459	461	455	460	448	460	1,336	1,238
Service-establishment, equipment, supplies	187	179	201	180	183	185	188	187	197	172	203	195	184	567	519
Metals, metalwork (except scrap), total	2,055	1,909	2,333	1,527	1,573	1,715	1,540	1,550	1,750	1,621	1,854	1,792	1,686	6,297	4,188
Iron, steel, and products	1,549	1,470	1,807	1,165	1,243	1,368	1,162	1,190	1,356	1,269	1,462	1,364	1,304	4,825	3,270
Nonferrous metals	506	439	526	362	329	347	378	359	394	351	393	428	382	1,471	918
Scrap, waste materials, total	1,026	1,045	1,188	666	660	778	723	697	761	699	884	919	888	3,259	1,727
Iron, steel scrap	661	658	774	437	416	(S)	469	460	487	(S)	568	594	564	2,094	1,102
Waste materials	365	387	413	229	244	254	255	237	274	254	315	325	324	1,165	625
NONDURABLE GOODS, TOTAL	19,012	18,627	20,928	16,021	15,018	16,404	15,537	15,819	17,433	16,110	18,604	18,924	18,940	58,565	44,354
TOTAL (exc. farm products, raw materials)	15,042	14,768	16,587	13,499	12,735	13,698	13,120	13,192	14,686	13,434	15,127	14,987	14,874	46,396	37,376
Groceries and related products, total	6,250	5,909	6,339	5,617	5,320	5,815	5,472	5,754	6,232	5,496	6,066	6,114	6,192	18,498	15,661
General-line groceries	2,495	2,266	2,407	2,138	2,042	2,200	2,038	2,164	2,361	2,099	2,272	2,302	2,360	7,168	6,048
Specialty-line groceries	1,681	1,748	1,973	1,520	1,438	1,552	1,459	1,465	1,695	1,497	1,667	1,742	1,791	5,401	4,233
Confectionery	112	108	119	104	104	110	104	98	107	105	128	123	117	340	293
Meat, meat products	1,231	1,087	1,120	1,172	1,039	1,184	1,093	1,222	1,246	1,136	1,252	1,195	1,180	3,438	3,200
Poultry, poultry products	313	288	277	264	256	280	279	303	368	283	310	319	323	878	723
Fresh fruits, vegetables	418	411	443	420	442	489	499	502	454	376	436	433	422	1,272	1,165
Beer, wine, distilled alcoholic beverages, total	1,193	1,129	1,337	1,250	1,197	1,425	1,392	1,296	1,384	1,221	1,439	1,440	1,616	3,660	3,350
Beer	532	507	582	543	545	676	685	685	699	565	620	566	559	1,620	1,505
Wine, distilled spirits	662	622	755	707	653	749	707	611	685	656	819	875	1,058	2,039	1,845
Drugs, chemicals, allied products, total	1,162	1,139	1,306	1,043	1,024	1,077	1,069	1,053	1,164	1,104	1,300	1,202	1,110	3,607	2,978
Drugs, drug proprietaries, sundries	672	635	706	577	555	587	573	576	652	(S)	759	(S)	647	2,012	1,721
General-line drugs	278	255	278	252	242	260	248	254	282	264	303	279	255	810	751
Paints, varnishes	50	51	58	50	51	55	55	59	61	55	60	54	47	159	133
Other chemcials, allied products	440	453	542	417	418	434	441	418	451	404	481	446	416	1,435	1,145
Tobacco, tobacco products	624	572	614	583	555	634	605	603	634	586	639	625	631	1,809	1,656
Dry goods, apparel, total	1,274	1,239	1,288	1,203	1,058	1,070	1,107	1,053	1,371	1,247	1,373	1,270	1,068	3,801	3,420
Apparel and accessories, hosiery, lingerie, footwear	(S)	(S)	(S)	(S)	493	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	1,728	1,592
Dry goods, notions	480	477	511	414	380	(S)	(S)	371	464	(S)	(S)	427	385	1,468	1,236
Paper, paper products, excluding wallpaper, total	910	850	932	780	746	822	800	748	855	789	904	854	822	2,692	2,205
Paper	702	653	729	590	576	640	624	572	658	597	688	645	628	2,084	1,662
Stationery, office supplies	207	198	203	190	171	181	177	175	196	192	216	209	194	608	543
Farm products (raw materials), total	3,970	3,859	4,341	2,522	2,283	2,706	2,417	2,627	2,747	2,676	3,477	3,937	4,066	12,169	6,978
Grain	3,060	3,098	3,594	1,918	1,762	2,124	1,904	2,073	2,206	2,206	2,791	3,210	3,187	9,752	5,160
Other nondurable goods, total	3,629	3,930	4,771	3,023	2,835	2,855	2,675	2,685	3,046	2,991	3,406	3,482	3,435	12,330	8,105
Books, magazines, newspapers	179	179	189	177	162	166	176	191	194	(S)	203	192	181	546	502

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

S Does not meet publication standards because of extreme variablity or high nonresponse rate.
[1]Preliminary estimate. See page 12, Estimating Procedures.
[2]The automotive group is subject to a sampling variability of 7 percent.

Table 2. Estimated Monthly Inventories of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations)

Kind of business	1974			1973									
	Jan.	Feb.	Mar.[1]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MERCHANT WHOLESALERS, TOTAL	38,379	38,854	39,812	33,493	33,614	33,820	33,921	34,295	34,317	34,728	35,667	36,796	37,292
TOTAL (excluding farm products, raw materials)	34,067	34,845	36,021	30,633	30,950	31,542	31,950	32,100	31,860	32,236	32,683	33,157	33,434
DURABLE GOODS, TOTAL	21,158	21,615	22,486	19,525	19,714	20,062	20,329	20,390	20,188	20,168	20,278	20,657	20,954
Motor vehicles, automotive equipment, total	4,248	4,407	4,679	3,997	3,850	3,993	3,899	3,924	3,776	3,956	3,985	4,069	4,100
Automotive equipment, tires, tubes	2,620	2,634	2,740	2,366	2,328	2,435	2,463	2,500	2,389	2,447	2,470	2,515	2,445
Electrical goods, total	2,968	3,027	3,098	2,672	2,683	2,768	2,903	2,908	2,900	2,854	2,982	3,016	2,980
Electrical supplies, apparatus	1,253	1,286	1,330	1,088	1,112	1,176	1,222	1,176	1,180	1,206	1,251	1,271	1,241
Electrical appliances, TV, radio sets, electronic parts, equipment	1,715	1,741	1,768	1,584	1,571	1,592	1,681	1,732	1,719	1,649	1,731	1,745	1,739
Furniture, home furnishings, total	955	979	985	879	883	884	896	939	956	938	934	947	913
Home furnishings, floor coverings	733	756	751	676	677	676	693	730	740	726	712	724	688
Hardware, plumbing, heating equipment, supplies, total	2,285	2,329	2,434	2,130	2,144	2,179	2,204	2,185	2,165	2,144	2,176	2,159	2,203
Hardware	943	951	980	837	844	862	880	858	851	870	879	849	879
Plumbing and heating equipment, supplies	1,065	1,099	1,148	1,046	1,036	1,044	1,062	1,063	1,060	1,018	1,042	1,051	1,061
Lumber, construction materials, total	1,458	1,507	1,567	1,380	1,456	1,511	1,550	1,450	1,401	1,396	1,363	1,380	1,432
Lumber, millwork	971	988	1,033	889	970	1,018	1,046	955	917	940	888	899	934
Machinery, equipment, supplies, total	6,063	6,218	6,403	5,541	5,668	5,709	5,833	5,839	5,831	5,779	5,794	5,986	6,106
Construction machinery, equipment	1,732	1,788	1,823	1,542	1,623	1,647	1,723	1,700	1,742	1,661	1,701	1,753	1,792
Industrial machinery, equipment, supplies	2,443	2,498	2,581	2,259	2,303	2,316	2,320	2,376	2,356	2,396	2,298	2,386	2,444
Metals, metalwork (except scrap), total	2,296	2,205	2,347	2,143	2,243	2,227	2,190	2,273	2,294	2,230	2,134	2,201	2,339
Iron, steel, and products	1,905	1,818	1,952	1,797	1,925	1,882	1,810	1,881	1,932	1,856	1,743	1,822	1,968
NONDURABLE GOODS, TOTAL	17,221	17,239	17,326	13,968	13,900	13,758	13,592	13,905	14,129	14,560	15,389	16,139	16,338
TOTAL (excluding farm products, raw materials)	12,909	13,230	13,535	11,108	11,236	11,480	11,621	11,710	11,672	12,068	12,405	12,500	12,480
Groceries and related products, total	3,841	3,921	4,052	3,121	3,123	3,135	3,169	3,138	3,142	3,328	3,450	3,641	3,661
General-line groceries	1,720	1,792	1,887	1,519	1,491	1,477	1,460	1,450	1,459	1,562	1,629	1,661	1,693
Specialty-line groceries	1,434	1,458	1,500	1,060	1,097	1,120	1,179	1,170	1,166	1,194	1,227	1,343	1,340
Beer, wine, distilled alcoholic beverages, total	1,404	1,439	1,530	1,270	1,358	1,424	1,468	1,353	1,315	1,401	1,484	1,465	1,348
Beer	334	369	418	355	387	380	361	340	312	336	350	321	294
Wine, distilled spirits	1,070	1,070	1,112	915	970	1,044	1,107	1,013	1,003	1,065	1,134	1,145	1,054
Drugs, chemicals, allied products, total	1,461	1,512	1,581	1,327	1,316	1,323	1,335	1,389	1,416	1,372	1,434	1,466	1,444
Drugs, drug proprietaries, druggists' sundries	1,001	1,028	1,079	899	884	901	902	944	973	938	982	1,006	963
Paper, paper products (excluding wallpaper), total	834	837	840	764	770	771	780	794	786	793	790	798	828
Paper	567	573	578	521	532	535	538	540	540	542	540	540	563

See footnotes below table 3.

Table 3. Stock-Sales Ratio of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1974			1973									
	Jan.	Feb.	Mar.[1]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MERCHANT WHOLESALERS, TOTAL	114	119	106	112	116	108	113	115	106	116	105	109	114
TOTAL (excluding farm products, raw materials)	115	121	109	112	116	110	115	118	107	119	107	111	116
DURABLE GOODS, TOTAL	144	153	136	141	142	135	141	145	135	147	131	138	151
Motor vehicles, automotive equipment, total	155	174	159	151	142	140	141	146	144	167	150	154	170
Automotive equipment, tires, tubes	203	216	207	181	176	168	175	177	171	187	174	186	211
Electrical goods, total	162	172	152	147	153	157	149	146	145	150	140	146	154
Electrical supplies, apparatus	138	148	139	136	137	140	138	132	129	139	126	135	132
Electrical appliances, TV, radio sets, electronic parts, equipment	184	196	164	154	167	172	158	157	158	160	152	156	175
Furniture, home furnishings, total	174	185	164	145	159	154	156	174	156	167	140	147	167
Home furnishings, floor coverings	187	198	175	159	177	169	174	189	167	177	147	152	179
Hardware, plumbing, heating equipment, supplies, total	175	184	169	169	169	158	159	163	150	163	147	158	173
Hardware	174	183	164	170	176	167	174	174	159	181	154	155	189
Plumbing and heating equipment, supplies	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Lumber, construction materials, total	110	121	106	86	87	86	90	90	80	90	84	90	106
Lumber, millwork	110	121	106	81	84	86	91	90	80	92	84	87	102
Machinery, equipment, supplies, total	167	173	150	160	166	152	160	169	156	167	150	162	172
Construction machinery, equipment	272	273	206	259	266	254	272	272	268	266	245	274	289
Industrial machinery, equipment, supplies	137	145	131	136	141	125	132	145	131	145	121	128	141
Metals, metalwork (except scrap), total	112	116	101	140	143	130	142	147	131	138	115	123	139
Iron, steel, and products	123	124	108	154	155	138	156	158	142	146	119	134	151
NONDURABLE GOODS, TOTAL	91	93	83	87	93	84	87	88	81	90	83	85	86
TOTAL (excluding farm products, raw materials)	86	90	82	82	88	84	88	89	79	90	82	83	84
Groceries and related products, total	61	66	64	56	59	54	58	54	50	61	57	60	59
General-line groceries	69	79	78	73	73	67	72	67	62	74	72	72	72
Specialty-line groceries	85	83	76	70	76	72	81	80	69	80	74	77	75
Beer, wine, distilled alcoholic beverages, total	118	127	114	102	113	100	105	104	95	115	103	102	83
Beer	63	73	72	65	71	56	53	50	45	59	56	57	53
Wine, distilled spirits	162	172	147	129	149	139	156	166	146	162	138	131	100
Drugs, chemicals, allied products, total	126	133	121	127	129	123	125	132	122	124	110	122	130
Drugs, drug proprietaries, druggists' sundries	149	162	153	156	159	153	157	164	149	(S)	129	(S)	149
Paper, paper products, (excluding wallpaper), total	92	98	90	98	103	94	97	106	92	100	87	93	101
Paper	81	88	79	88	92	84	86	94	82	91	78	84	90

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

S Does not meet publication standards because of extreme variability or high nonresponse rate.

[1]Preliminary estimate. See page 12, Estimating Procedures.

Table 4. Estimated Monthly Sales, Inventories, and Stock-Sales Ratios of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Sales and inventories in millions of dollars. Stock-sales ratios in percent)

Kind of business	1974			1973									
	Jan.	Feb.	Mar.[1]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Sales ADJUSTED for seasonal variations and trading day differences												
MERCHANT WHOLESALERS, TOTAL	34,896	36,091	37,410	29,312	29,621	29,675	29,528	30,443	30,692	30,646	31,918	33,101	33,910
TOTAL (excluding farm products, raw materials)	31,348	31,999	33,129	26,935	27,041	27,112	26,895	27,521	27,810	27,679	28,719	29,644	30,260
DURABLE GOODS, TOTAL	15,898	15,860	16,597	13,720	13,806	13,964	13,781	14,039	13,950	13,968	14,391	14,995	15,232
Motor vehicles, automotive equipment	2,915	2,777	2,937	2,610	2,621	2,609	2,574	2,588	2,466	2,511	2,526	2,701	2,748
Electrical goods	1,996	1,970	2,096	1,840	1,898	1,836	1,910	1,996	1,877	1,882	1,904	1,900	1,927
Furniture, home furnishings	633	611	583	586	564	558	570	548	556	554	585	602	597
Hardware, plumbing, heating equipment	1,466	1,451	1,496	1,290	1,276	1,294	1,285	1,301	1,310	1,316	1,352	1,342	1,459
Lumber, construction materials	1,573	1,535	1,564	1,655	1,685	1,608	1,580	1,527	1,525	1,505	1,453	1,521	1,574
Machinery, equipment, supplies	3,938	3,976	4,235	3,388	3,379	3,490	3,430	3,502	3,551	3,498	3,686	3,820	3,780
Metals, metalwork (except scrap)	2,049	2,172	2,301	1,477	1,545	1,589	1,477	1,566	1,623	1,683	1,809	1,857	1,909
Scrap, waste materials	1,073	1,098	1,098	628	604	695	685	731	751	761	824	1,001	1,024
NONDURABLE GOODS, TOTAL	18,998	20,231	20,813	15,592	15,815	15,711	15,747	16,404	16,742	16,678	17,527	18,106	18,678
TOTAL (excluding farm products, raw materials)	15,450	16,139	16,532	13,215	13,235	13,148	13,114	13,482	13,860	13,711	14,328	14,649	15,028
Groceries and related products	6,109	6,537	6,436	5,529	5,600	5,455	5,429	5,737	5,918	5,701	5,844	6,036	6,384
Beer, wine, distilled alcoholic beverages	1,458	1,399	1,425	1,293	1,317	1,319	1,294	1,301	1,272	1,273	1,356	1,332	1,379
Drugs, chemicals, allied products	1,154	1,237	1,318	1,019	1,026	1,058	1,086	1,096	1,108	1,143	1,192	1,200	1,155
Tobacco, tobacco products	649	655	648	593	588	585	586	594	584	598	623	623	622
Dry goods, apparel	1,284	1,285	1,274	1,177	1,139	1,140	1,128	1,115	1,185	1,199	1,227	1,208	1,223
Paper, paper products, excluding wallpaper	911	919	939	768	758	792	805	783	795	806	848	840	867
Farm products (raw materials)[2]	3,548	4,092	4,281	2,377	2,580	2,563	2,633	2,922	2,882	2,967	3,199	3,457	3,650
Other nondurable goods	3,885	4,107	4,492	2,836	2,807	2,799	2,786	2,856	2,998	2,991	3,238	3,410	3,398
	Inventories ADJUSTED for seasonal variations												
MERCHANT WHOLESALERS, TOTAL	37,826	38,501	39,399	33,245	33,574	33,986	34,148	34,653	34,964	35,266	35,379	36,265	36,926
TOTAL (excluding farm products, raw materials)	34,470	35,212	36,005	30,636	30,844	31,374	31,687	31,871	31,858	32,189	32,436	33,101	33,743
DURABLE GOODS, TOTAL	21,487	21,786	22,397	19,457	19,496	19,929	20,141	20,159	20,089	20,257	20,331	20,787	21,112
Motor vehicles, automotive equipment	4,231	4,321	4,578	3,888	3,786	3,989	3,915	3,885	3,877	4,041	4,045	4,073	4,028
Electrical goods	3,029	3,114	3,107	2,688	2,735	2,746	2,869	2,899	2,918	2,798	2,884	2,971	3,053
Furniture, home furnishings	1,004	1,006	975	872	882	884	872	912	928	945	917	952	932
Hardware, plumbing, heating equipment	2,315	2,304	2,384	2,088	2,096	2,116	2,154	2,153	2,180	2,186	2,205	2,228	2,304
Lumber, construction materials	1,497	1,505	1,538	1,360	1,419	1,464	1,488	1,444	1,400	1,404	1,389	1,433	1,469
Machinery, equipment, supplies	6,187	6,294	6,435	5,580	5,568	5,669	5,781	5,736	5,739	5,796	5,847	6,010	6,161
Metals, metalwork (except scrap)	2,312	2,283	2,395	2,193	2,206	2,245	2,205	2,255	2,187	2,234	2,173	2,237	2,282
NONDURABLE GOODS, TOTAL	16,339	16,715	17,002	13,788	14,078	14,057	14,007	14,494	14,875	15,009	15,048	15,478	15,814
TOTAL (excluding farm products, raw materials)	12,983	13,426	13,608	11,179	11,348	11,445	11,546	11,712	11,769	11,932	12,105	12,314	12,631
Groceries and related products	3,845	3,985	3,976	3,069	3,136	3,151	3,227	3,173	3,216	3,308	3,389	3,570	3,646
Beer, wine, distilled alcoholic beverages	1,441	1,494	1,585	1,316	1,380	1,380	1,407	1,379	1,363	1,350	1,365	1,403	1,449
Drugs, chemicals, allied products	1,477	1,524	1,572	1,323	1,323	1,332	1,343	1,386	1,416	1,367	1,407	1,437	1,448
Paper, paper products, excluding wallpaper	835	848	840	765	774	761	771	780	787	790	801	804	833
	Stock-sales ratios based on ADJUSTED data												
MERCHANT WHOLESALERS, TOTAL	108	107	105	113	113	115	116	114	114	115	111	110	109
TOTAL (excluding farm products, raw materials)	110	110	109	114	114	116	118	116	115	116	113	112	112
DURABLE GOODS, TOTAL	135	137	135	142	141	143	146	144	144	145	141	139	139
Motor vehicles, automotive equipment	145	156	156	149	144	153	152	150	157	161	160	151	147
Electrical goods	152	158	148	146	144	150	150	145	156	149	151	156	158
Furniture, home furnishings	159	165	167	149	156	158	153	166	167	170	157	158	156
Hardware, plumbing, heating equipment	158	159	159	162	164	164	168	165	166	166	163	166	158
Lumber, construction materials	95	98	98	82	84	91	94	95	92	93	96	94	93
Machinery, equipment, supplies	157	158	152	165	165	162	168	164	162	166	159	157	163
Metals, metalwork (except scrap)	113	105	104	148	143	141	149	144	135	133	120	120	120
NONDURABLE GOODS, TOTAL	86	83	82	88	89	89	89	88	89	90	86	85	85
TOTAL (excluding farm products, raw materials)	84	83	82	85	86	87	88	87	85	87	84	84	84
Groceries and related products	63	61	62	56	56	58	59	55	54	58	58	59	57
Beer, wine, distilled alcoholic beverages	99	107	111	102	105	105	109	106	107	106	101	105	105
Drugs, chemicals, allied products	128	123	119	130	129	126	124	126	128	120	118	120	125
Paper, paper products, excluding wallpaper	92	92	89	100	102	96	96	100	99	98	94	96	96

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

[1]Preliminary estimate. See page 12, Estimating Procedures.

[2]There are indications that the seasonal adjustment factors for this trade group may not reflect recent trends. The seasonally adjusted data for this trade group and also for the summary group totals, should, therefore, be used with caution.

Monthly Sales, Inventories, and Stock Sales Ratios of Merchant Wholesalers: 1968-1974
(Seasonally Adjusted)

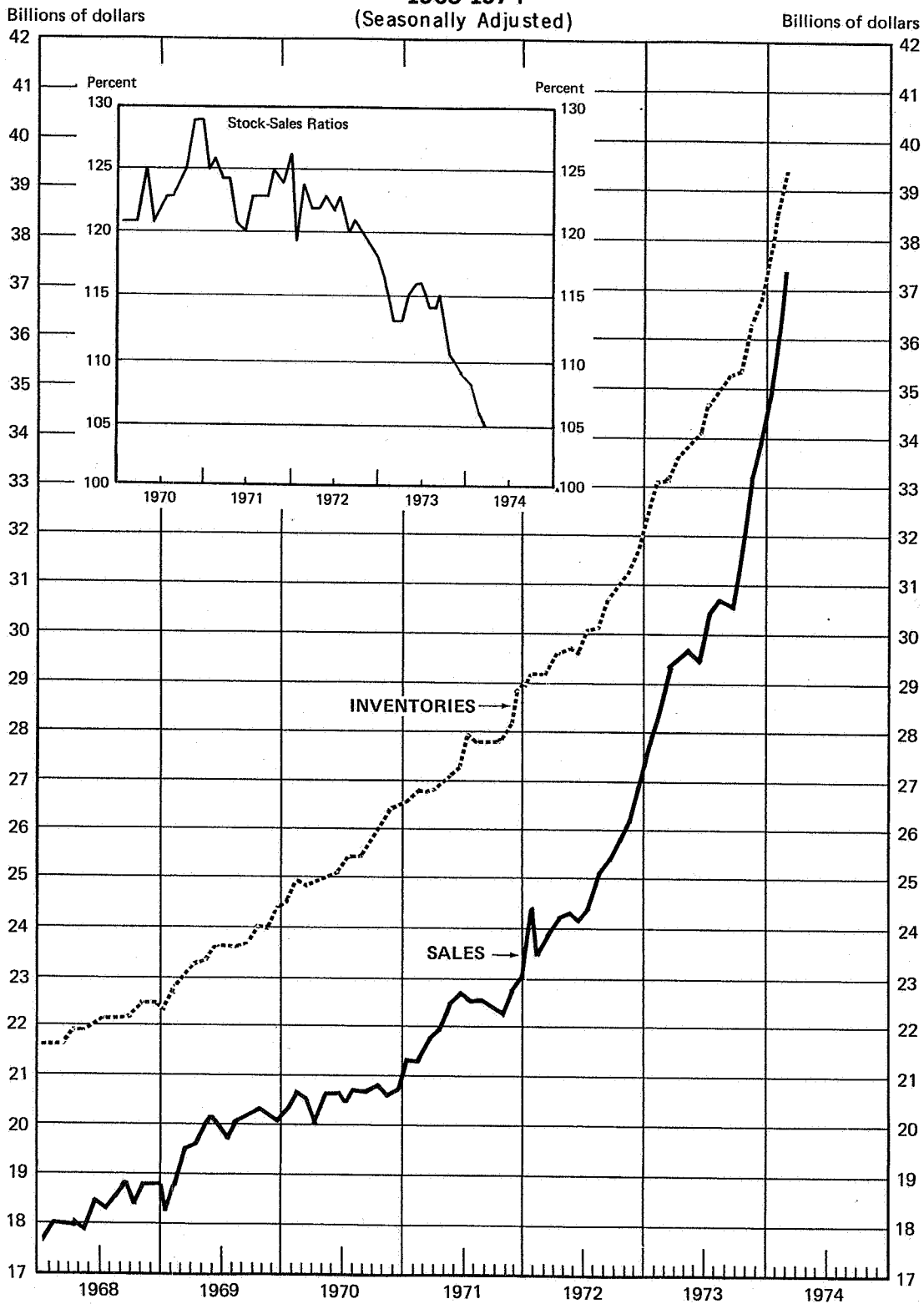


Table 5. Percent Changes in Sales and Inventories of Merchant Wholesalers, United States, by Kind of Business: March 1974

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	March 1974 from--		3 months 1974 from 3 months 1973	March 1974 from--		March 1974 from--		March 1974 from--	
	March 1973	February 1974		March 1973	February 1974	March 1973	February 1974	March 1973	February 1974
MERCHANT WHOLESALERS, TOTAL	+26	+14	+27	+19	+2	+28	+4	+19	+2
TOTAL (excluding farm products, raw materials)	+21	+15	+23	+18	+3	+23	+4	+18	+2
DURABLE GOODS, TOTAL	+20	+17	+21	+15	+4	+21	+5	+15	+3
Motor vehicles, automotive equipment, total	+11	+16	+14	+17	+6	+13	+6	+18	+6
Automobiles, other motor vehicles	+21	+22	+22	+19	+9	-	-	-	-
Automotive equipment, tires, tubes	+1	+9	+6	+16	+4	-	-	-	-
Automotive equipment	0	+7	+5	+14	+3	-	-	-	-
Electrical goods, total	+12	+16	+13	+16	+2	+14	+6	+16	0
Electrical supplies, apparatus	+20	+10	+23	+22	+3	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+5	+22	+4	+12	+2	-	-	-	-
Appliances, TV, radio sets	-1	+22	-2	+13	+3	-	-	-	-
Furniture, home furnishings, total	-1	+14	+4	+12	0	-1	-5	+12	-3
Furniture-household, office	-5	+16	-6	+10	0	-	-	-	-
Household furniture	-8	+16	-12	+10	+1	-	-	-	-
Office furniture	-3	+17	-2	+10	-2	-	-	-	-
Home furnishings, floor coverings	+1	+12	+8	+13	+1	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+14	+14	+16	+14	+4	+16	+3	+14	+3
Hardware	+22	+15	+22	+17	+3	-	-	-	-
General-line hardware	+19	+16	+21	+24	+5	-	-	-	-
Plumbing and heating equipment, supplies	+11	+15	+12	+10	+4	-	-	-	-
Air conditioning, refrigeration equipment, supplies	-1	+2	+14	+24	+10	-	-	-	-
Lumber, construction materials, total	-7	+19	-4	+14	+4	-6	+2	+13	+2
Lumber, millwork	-12	+19	-7	+16	+4	-	-	-	-
Construction materials	+3	+19	+2	+9	+3	-	-	-	-
Machinery, equipment, supplies, total	+23	+19	+23	+16	+3	+25	+7	+15	+2
Commercial machines, equipment	+28	+6	+38	+10	+2	-	-	-	-
Construction machinery, equipment	+48	+35	+39	+18	+2	-	-	-	-
Industrial machinery, equipment, supplies	+19	+15	+21	+14	+3	-	-	-	-
Professional equipment, supplies	+4	+14	+8	+10	+3	-	-	-	-
Surgical, medical, hospital supplies	+5	+15	+10	+9	+4	-	-	-	-
Service-establishment equipment, supplies	+12	+13	+9	+13	+6	-	-	-	-
Metals, metalwork (except scrap), total	+53	+22	+50	+10	+6	+56	+6	+9	+5
Iron, steel, and products	+55	+23	+48	+9	+7	-	-	-	-
Nonferrous metals	+45	+20	+60	+14	+2	-	-	-	-
Scrap, waste materials, total[2]	+78	+14	+89	+27	+5	+75	0	+27	+3
Iron, steel scrap	+77	+18	+90	+23	+4	-	-	-	-
Waste materials	+80	+7	+86	+34	+8	-	-	-	-
Jewelry	+16	+25	+13	(S)	(S)	+17	+6	(S)	(S)
NONDURABLE GOODS, TOTAL	+31	+12	+32	+24	0	+33	+3	+23	+2
TOTAL (excluding farm products, raw materials)	+23	+12	+24	+22	+2	+25	+2	+22	+1
Groceries and related products, total	+13	+7	+18	+30	+3	+16	-2	+30	0
General-line groceries	+12	+6	+18	+24	+5	-	-	-	-
Voluntary groups	+12	+6	+16	+26	+8	-	-	-	-
Retailer cooperatives	+15	+4	+21	+33	+7	-	-	-	-
Nonaffiliated	+11	+8	+20	+17	+1	-	-	-	-
Specialty-line groceries	+30	+13	+28	+42	+3	-	-	-	-
Confectionery	+15	+10	+16	+18	-2	-	-	-	-
Meats, meat products	-4	+3	+7	+20	-1	-	-	-	-
Poultry, poultry products	+5	-4	+21	+44	+2	-	-	-	-
Fresh fruits, vegetables	+6	+8	+9	+22	-2	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+7	+18	+9	+20	+6	+10	+2	+20	+6
Beer	+7	+15	+8	+18	+13	-	-	-	-
Wine, distilled spirits	+7	+21	+10	+22	+4	-	-	-	-
Drugs, chemicals, allied products, total	+25	+15	+21	r+19	r+4	+29	+7	+19	+3
Drugs, drug proprietaries, druggists' sundries	+22	+11	+17	r+20	r+5	-	-	-	-
General-line drugs	+10	+9	+8	+11	+6	-	-	-	-
Paints, varnishes	+17	+14	+20	+8	+2	-	-	-	-
Other chemicals, allied products	+30	+20	+25	+19	+4	-	-	-	-
Tobacco, tobacco products	+5	+7	+9	+6	+3	+9	-1	+5	+1
Dry goods, apparel, total	+7	+4	+11	(S)	(S)	+8	-1	(S)	(S)
Apparel and accessories, hosiery, lingerie, footwear	-1	+1	+8	(S)	(S)	-	-	-	-
Dry goods, notions	+23	+7	+19	(S)	(S)	-	-	-	-
Piece goods converters	-3	+5	+2	(S)	(S)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+19	+10	+22	+10	0	+22	+2	+10	-1
Paper	+24	+12	+25	+11	+1	-	-	-	-
Stationery, office supplies	+7	+3	+12	+8	0	-	-	-	-
Farm products (raw materials), total[2]	+72	+12	+74	+32	-6	+80	+5	+30	+3
Cotton	+41	-8	+57	+24	-16	-	-	-	-
Grain	+87	+16	+89	+41	-6	-	-	-	-
Other nondurable goods, total	+58	+21	+52	+22	0	+58	+9	+22	+1
Amusement, sporting goods	+2	+10	+14	+16	0	-	-	-	-
Books, magazines, newspapers	+6	+5	+9	+4	+3	-	-	-	-
Coal	+152	+18	+123	(S)	(S)	-	-	-	-
Farm supplies	+22	+8	+39	+18	-8	-	-	-	-

S Does not meet publication standards because of extreme variability or high nonresponse rate.

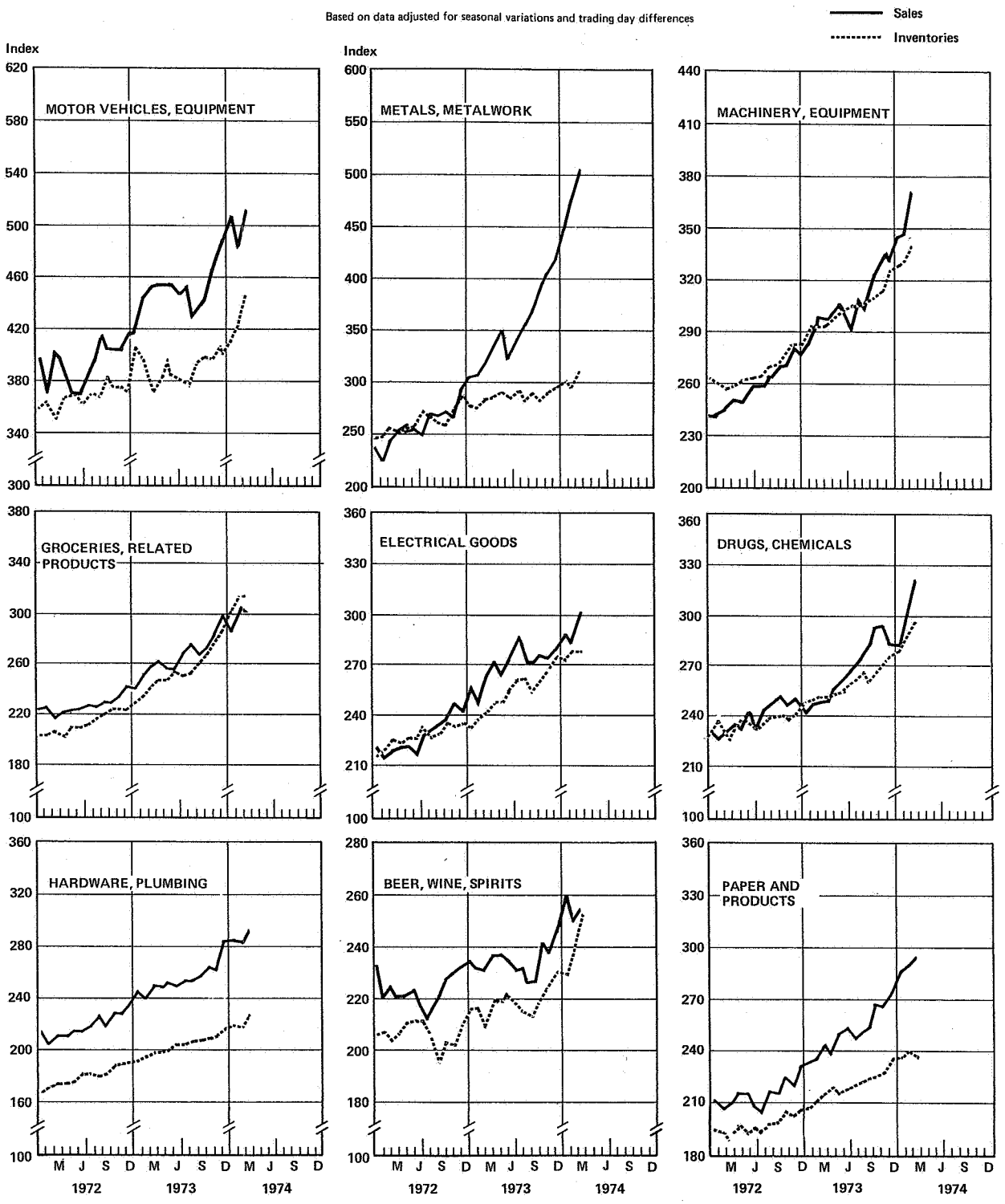
[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind-of-business groups shown. [2]There are indications that the seasonal adjustment factors for this trade group may not reflect recent trends. The seasonally adjusted data for this trade group and also for the summary group totals should, therefore, be used with caution.

r Revised

Sales and Inventories of Merchant Wholesalers in Selected Kinds of Business: 1972, 1973 and 1974

1957-1959 Monthly average=100

Based on data adjusted for seasonal variations and trading day differences



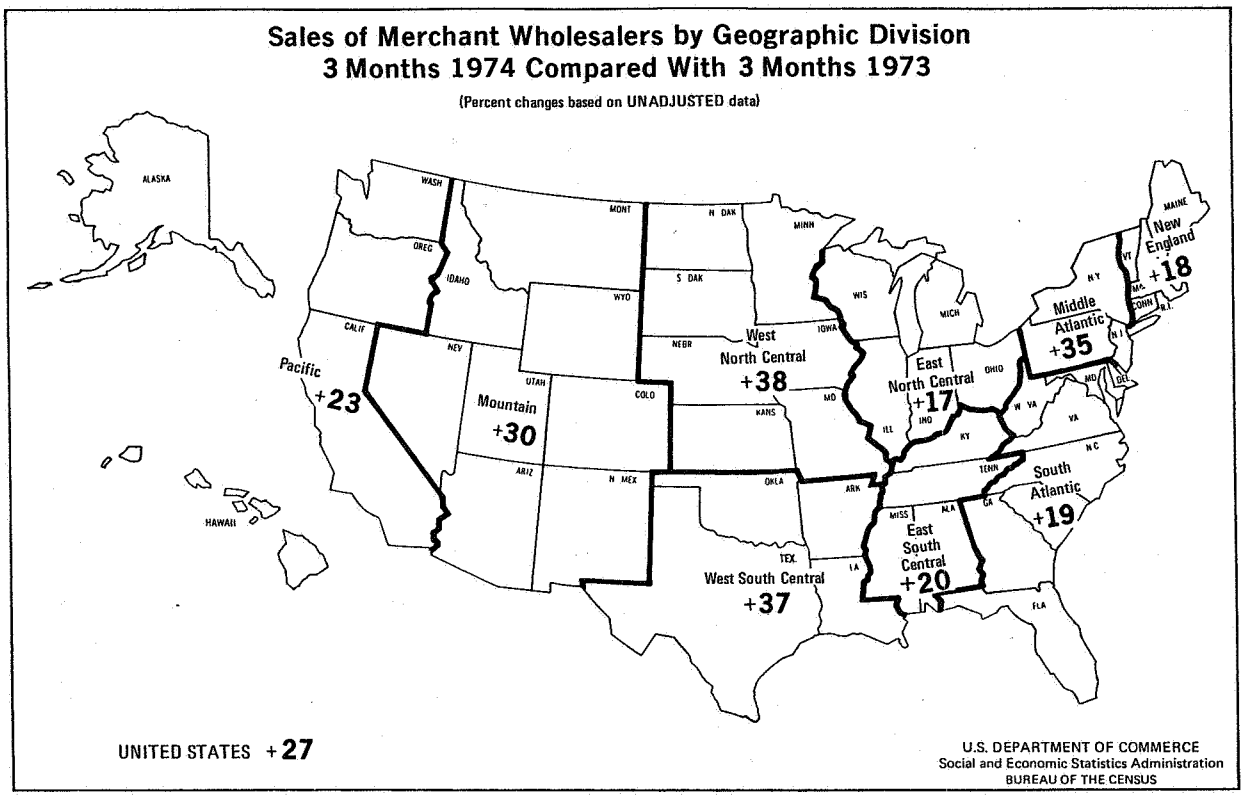


Table 6. Estimated Monthly Sales of Merchant Wholesalers and Sampling Errors, Geographic Division: 1973 and 1974

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business and geographic division	1974			1973										Total 3 months		Sampling error of the estimate	
	Jan.	Feb.	Mar.[1]	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1974	1973	Range	Median
MERCHANT WHOLESALERS, TOTAL	33,694	32,730	37,485	29,852	28,859	31,232	30,104	29,892	32,391	29,849	34,067	33,895	32,834	103,909	81,741	0.8-0.9	0.8
New England	1,458	1,323	1,465	1,307	1,319	1,372	1,356	1,363	1,527	1,347	1,466	1,480	1,432	4,246	3,601	3-4	4
Middle Atlantic	9,381	9,334	11,104	8,163	7,559	8,215	7,936	7,801	8,485	8,002	9,070	9,432	9,158	29,818	22,098	1-2	2
East North Central	5,700	5,328	6,058	5,230	5,162	5,574	5,296	5,367	5,831	5,330	5,969	5,830	5,612	17,087	14,545	2-2	2
West North Central	3,070	2,994	3,435	2,536	2,438	2,699	2,625	2,714	3,002	2,806	3,142	3,056	2,927	9,499	6,893	2-3	2
South Atlantic	3,400	3,271	3,663	3,165	3,094	3,236	3,231	3,174	3,284	2,914	3,534	3,516	3,399	10,334	8,672	2-3	3
East South Central	1,832	1,751	1,919	1,661	1,558	1,725	1,583	1,675	1,707	1,666	1,952	1,917	1,700	5,502	4,587	4-6	5
West South Central	2,997	3,088	3,442	2,526	2,518	2,805	2,709	2,613	2,895	2,568	2,999	2,886	2,972	9,527	6,946	2-5	3
Mountain	1,141	1,065	1,186	949	937	978	974	1,007	1,095	988	1,116	1,088	1,125	3,392	2,604	3-5	4
Pacific	4,715	4,574	5,214	4,316	4,274	4,629	4,394	4,177	4,563	4,228	4,819	4,688	4,508	14,504	11,793	2-4	3
DURABLE GOODS, TOTAL	14,682	14,103	16,557	13,831	13,841	14,828	14,567	14,073	14,958	13,739	15,463	14,971	13,894	45,344	37,387	1.3-1.6	1.5
New England	661	608	727	620	645	675	673	636	694	640	720	730	665	1,996	1,673	4-6	5
Middle Atlantic	3,442	3,281	4,052	3,297	3,110	3,434	3,329	3,238	3,363	3,072	3,529	3,550	3,160	10,775	8,689	2-4	3
East North Central	2,829	2,613	3,041	2,550	2,571	2,713	2,624	2,669	2,870	2,657	2,991	2,865	2,650	8,483	7,049	2-5	3
West North Central	959	967	1,162	877	865	942	939	947	987	989	1,045	993	885	3,088	2,362	4-7	5
South Atlantic	1,652	1,567	1,789	1,640	1,709	1,750	1,745	1,646	1,767	1,588	1,790	1,758	1,616	5,007	4,438	3-6	4
East South Central	662	666	765	646	669	729	734	684	730	714	759	675	628	2,092	1,787	5-7	6
West South Central	1,484	1,483	1,691	1,361	1,368	1,494	1,499	1,452	1,520	1,343	1,528	1,426	1,421	4,658	3,661	2-5	3
Mountain	519	519	617	507	500	520	544	560	589	516	569	561	549	1,655	1,358	5-8	5
Pacific	2,476	2,399	2,713	2,335	2,404	2,570	2,480	2,240	2,438	2,220	2,530	2,415	2,318	7,588	6,370	3-6	4
NONDURABLE GOODS, TOTAL	19,012	18,627	20,928	16,021	15,018	16,404	15,537	15,819	17,433	16,110	18,604	18,924	18,940	58,565	44,354	1.2-1.5	1.2
New England	797	715	738	688	673	697	683	727	832	707	746	750	767	2,251	1,928	6-8	6
Middle Atlantic	5,939	6,052	7,051	4,866	4,450	4,781	4,607	4,562	5,123	4,930	5,541	5,883	5,998	19,042	13,410	2-2	2
East North Central	2,871	2,715	3,017	2,680	2,591	2,861	2,672	2,698	2,961	2,674	2,978	2,965	2,962	8,604	7,496	2-4	3
West North Central	2,111	2,027	2,272	1,659	1,573	1,757	1,686	1,767	2,015	1,817	2,097	2,064	2,042	6,410	4,531	3-5	3
South Atlantic	1,748	1,704	1,874	1,525	1,385	1,486	1,486	1,528	1,516	1,326	1,744	1,758	1,783	5,327	4,234	3-5	4
East South Central	1,170	1,085	1,154	1,016	889	995	849	991	977	952	1,193	1,243	1,072	3,410	2,801	4-6	5
West South Central	1,513	1,605	1,751	1,165	1,150	1,310	1,210	1,161	1,375	1,225	1,471	1,461	1,550	4,869	3,285	4-6	4
Mountain	622	547	568	443	437	457	430	448	506	472	947	527	576	1,737	1,246	3-6	5
Pacific	2,239	2,175	2,501	1,981	1,870	2,059	1,914	1,937	2,126	2,008	2,288	2,274	2,190	6,916	5,424	2-5	4

Note: Detail may not add to totals due to rounding and minor revisions.

[1]Preliminary estimate. See page 12, Estimating Procedures.

Table 7. Percent Changes in Sales and Inventories of Merchant Wholesalers, and Sampling Errors, by Geographic Divisions for Selected Kinds of Business: March 1974

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in-- Sales: March 1974 from-- March 1973	Sales: March 1974 from-- February 1974	Sales: 3 months 1974 from 3 months 1973	Inventories: March 1974 from-- March 1973	Inventories: March 1974 from-- February 1974	Sampling errors of the ratio corresponding to the percent change in columns--[2]				
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+26	+14	+27	+19	+2	0.9	0.4	0.8	0.8	0.2
New England	+12	+11	+18	+18	+3	4.4	1.5	3.1	3.6	0.4
Middle Atlantic	+36	+19	+35	+19	+3	1.4	0.8	3.3	1.5	0.6
East North Central	+16	+14	+17	+20	+1	2.1	1.1	1.6	1.5	0.6
West North Central	+35	+15	+38	+21	+3	3.2	1.6	2.7	3.1	0.8
South Atlantic	+16	+12	+19	+13	+1	2.2	1.0	3.2	1.7	0.7
East South Central	+16	+10	+20	+21	+1	3.4	1.6	2.7	2.2	0.7
West South Central	+36	+11	+37	+14	+3	2.3	1.2	3.4	2.7	0.6
Mountain	+25	+11	+30	+19	+4	4.4	2.6	7.0	4.6	1.0
Pacific	+21	+14	+23	+18	+4	3.6	1.5	2.8	3.3	0.8
Durable goods, total	+20	+17	+21	+15	+4	1.4	0.7	1.0	1.0	0.3
New England	+17	+20	+19	+23	+4	7.7	2.7	4.1	3.7	0.9
Middle Atlantic	+23	+23	+24	+8	+3	2.7	1.3	2.8	1.9	0.8
East North Central	+19	+16	+20	+17	+3	3.1	1.6	2.3	1.9	0.9
West North Central	+32	+20	+31	+20	+2	3.9	2.5	2.8	3.5	0.7
South Atlantic	+9	+14	+13	+14	+3	3.1	1.6	4.1	2.5	0.8
East South Central	+18	+15	+17	+19	0	4.4	2.5	5.0	3.5	0.8
West South Central	+24	+14	+27	+13	+3	3.4	1.4	4.3	3.4	0.7
Mountain	+22	+19	+22	+12	+2	6.8	4.4	5.9	5.8	1.2
Pacific	+16	+13	+19	+10	+2	6.7	2.0	3.7	3.1	1.5
Nondurable goods, total	+31	+12	+32	+24	0	1.3	0.6	1.2	1.3	0.3
New England	+7	+3	+17	+9	0	5.0	1.9	6.3	6.5	1.6
Middle Atlantic	+45	+16	+42	+30	0	1.7	1.1	4.7	3.6	0.6
East North Central	+12	+11	+15	+20	+1	2.6	1.4	2.5	2.4	0.6
West North Central	+37	+12	+41	+18	0	3.9	1.7	3.9	5.4	1.3
South Atlantic	+23	+10	+26	+29	+1	2.7	1.4	2.9	2.3	0.8
East South Central	+14	+6	+22	0	+6	4.0	1.5	3.7	2.6	0.9
West South Central	+50	+9	+48	+31	-4	3.2	1.8	5.3	3.5	1.0
Mountain	+28	+4	+39	+15	+2	5.0	1.9	11.5	6.7	1.9
Pacific	+26	+15	+28	+32	+4	3.2	1.4	3.6	5.1	1.6
Automotive equipment, tires, tubes	+1	+9	+6	+16	+4	3	2	3	3	1
New England	(S)	+21	(S)	(S)	0	-	4	-	-	1
Middle Atlantic	-13	+2	-5	0	+1	9	5	5	8	1
East North Central	+1	+9	+13	+9	+1	8	3	7	7	1
West North Central	+20	+8	+18	+16	+2	9	4	7	9	2
South Atlantic	+12	+20	+4	+26	+4	8	3	6	6	3
East South Central	(S)	+12	+15	+14	+1	-	4	8	9	3
West South Central	0	+5	+8	+11	+6	9	4	7	8	1
Mountain	(S)	+7	(S)	(S)	+4	-	6	-	-	2
Pacific	-16	+9	-11	(S)	(S)	9	3	5	9	2
Electrical supplies, apparatus	+20	+10	+23	+22	+3	3	1	3	2	1
New England	(S)	+15	+14	(S)	-1	-	3	7	-	1
Middle Atlantic	+24	+17	+17	+20	+1	7	4	4	6	1
East North Central	+27	+6	+27	+29	+3	6	2	5	6	1
West North Central	(S)	+15	+16	-6	+5	-	3	6	7	1
South Atlantic	0	+10	+9	+16	+6	7	3	5	5	1
East South Central	(S)	+16	+26	(S)	-3	-	4	8	-	2
West South Central	+37	+4	+43	+38	0	8	3	6	8	1
Mountain	(S)	+12	(S)	(S)	-9	-	2	-	-	1
Pacific	+6	+3	+17	+9	+5	7	3	3	6	1
Electrical appliances, TV, radio sets, electronic parts equipment	+5	+22	+4	+12	+2	3	2	2	3	1
New England	(S)	+40	(S)	(S)	+4	-	5	-	-	3
Middle Atlantic	+12	+22	+6	+19	0	7	5	4	8	2
East North Central	+9	+22	+7	+8	-2	8	4	5	7	2
West North Central	(S)	+22	+10	(S)	0	-	5	5	-	2
South Atlantic	-7	+17	-7	-5	0	8	3	7	7	2
West South Central	+8	+29	+2	+13	0	7	2	6	9	2
Mountain	(S)	+8	(S)	(S)	-3	-	3	-	-	3
Pacific	(S)	+20	+4	(S)	+1	-	3	7	-	3
Furniture, home furnishings, total	-1	+14	+4	+12	0	6	2	2	7	1
New England	(S)	+30	(S)	(S)	(S)	-	5	-	-	4
Middle Atlantic	-5	+16	+6	+7	-1	7	4	5	6	2
East North Central	(S)	+23	-4	(S)	+2	-	5	8	-	4
South Atlantic	(S)	+10	+19	(S)	-1	-	5	8	-	4
East South Central	(S)	+11	-14	(S)	-5	-	5	7	-	3
West South Central	-10	+3	(S)	(S)	-2	9	6	-	-	2
Mountain	(S)	+14	(S)	(S)	0	-	6	-	-	4
Pacific	-1	+5	+7	+8	-1	9	4	7	7	2
Hardware	+22	+15	+22	+17	+3	2	1	2	1	1
New England	(S)	+10	(S)	(S)	(S)	-	6	-	-	2
Middle Atlantic	+29	+11	+24	+14	+1	7	4	7	7	1
East North Central	+19	+20	+22	+13	+4	5	3	4	5	1
West North Central	+11	+14	+21	+12	+5	5	3	4	6	1
South Atlantic	+23	+16	+17	+34	+4	8	3	5	9	2
East South Central	+25	+12	+22	+30	0	6	4	5	6	1
West South Central	(S)	+9	+27	+16	+2	-	3	6	7	1
Mountain	(S)	+11	(S)	(S)	+1	-	4	-	-	2
Pacific	+34	+23	+24	+3	-5	8	2	6	6	1
Plumbing and heating equipment, supplies	+11	+15	+12	+10	+4	4	2	5	2	1
New England	(S)	+23	(S)	(S)	(S)	-	4	-	-	2
Middle Atlantic	+16	+10	+13	+8	+1	7	4	6	8	1
East North Central	+3	+14	+8	+5	+4	7	5	6	5	2

See footnotes at end of table.

Table 7. Percent Changes in Sales and Inventories of Merchant Wholesalers, and Sampling Errors, by Geographic Divisions for Selected Kinds of Business: March 1974—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in-- Sales: March 1974 from-- March 1973	Sales: March 1974 from-- February 1974	Sales: 3 months 1974 from 3 months 1973	Inventories: March 1974 from-- March 1973	Inventories: March 1974 from-- February 1974	Sampling errors of the ratio corresponding to the percent change in columns--[2]				
	A	B	C	D	E	A	B	C	D	E
Plumbing and heating equipment, supplies--Continued										
West North Central	(S)	+15	+25	+8	+2	-	3	4	8	2
South Atlantic	(S)	+16	+3	-8	+2	-	5	7	8	2
East South Central	(S)	+16	(S)	(S)	+2	-	6	-	-	2
West South Central	(S)	+12	(S)	+42	+7	-	6	-	9	3
Pacific	+28	+15	(S)	+15	+6	9	4	-	7	2
Lumber, construction materials, total	-7	+19	-4	+14	+4	3	2	4	3	1
New England	(S)	+29	(S)	(S)	+7	-	4	-	-	4
Middle Atlantic	-4	+28	+2	+6	+6	8	4	8	7	2
East North Central	-14	+19	-10	+11	+1	8	3	6	6	2
West North Central	0	+6	+3	+26	+10	9	5	9	8	2
South Atlantic	-9	+11	+1	(S)	-2	9	3	6	-	3
East South Central	(S)	+9	(S)	(S)	(S)	-	5	-	-	2
West South Central	(S)	+12	(S)	(S)	+1	-	4	-	-	2
Pacific	-1	+19	-2	(S)	-1	7	5	6	-	4
Industrial machinery, equipment supplies distribution	+19	+15	+21	+14	+3	4	3	2	4	1
Middle Atlantic	(S)	+10	+4	-9	-1	-	5	8	7	3
East North Central	(S)	+10	+17	+12	+1	-	5	6	8	2
South Atlantic	(S)	+9	+10	+13	+2	-	5	7	8	2
West South Central	(S)	+21	+36	+7	+7	-	5	8	7	2
Pacific	+27	+15	+31	+39	+2	9	6	3	6	2
General-line grocery wholesalers	+12	+6	+18	+24	+5	1	1	2	2	1
New England	(S)	+2	+13	(S)	+11	-	3	7	-	2
Middle Atlantic	+6	+8	+17	+18	-4	5	1	3	7	2
East North Central	+19	+7	+18	+40	+9	4	1	4	4	1
West North Central	+17	+4	+19	+27	+8	4	1	3	5	1
South Atlantic	+11	+6	+20	+13	+7	8	2	6	7	2
East South Central	+14	+9	+16	+23	+5	7	2	9	9	1
West South Central	+31	+7	+24	+44	+16	6	2	3	7	1
Mountain	-18	-1	(S)	-2	+3	5	2	-	6	1
Pacific	+17	+5	+27	+25	+4	5	1	2	5	1
Specialty-line grocery wholesalers	+30	+13	+28	+42	+3	4	2	1	4	1
Middle Atlantic	+57	+19	+46	+56	+2	5	2	2	5	3
East North Central	+3	+8	+7	(S)	+3	8	3	8	-	4
West North Central	(S)	+12	+21	+9	+7	-	2	4	9	1
South Atlantic	+21	+9	+17	+37	-1	8	3	7	8	2
East South Central	(S)	0	+5	(S)	0	-	6	7	-	4
West South Central	(S)	0	(S)	(S)	+10	-	6	-	-	3
Mountain	(S)	+3	(S)	(S)	+10	-	5	-	-	4
Pacific	(S)	+16	+35	(S)	+3	-	7	8	-	3
Fresh fruit, vegetable wholesalers	+6	+8	+9	+22	-2	3	2	3	4	1
New England	(S)	+10	+9	(S)	(S)	-	6	8	-	-
Middle Atlantic	-19	+14	-8	(S)	-16	8	4	8	-	4
East North Central	+2	+13	+5	+27	-2	8	3	4	7	3
West North Central	(S)	+5	+6	+28	0	-	3	8	8	3
South Atlantic	-7	0	-3	+7	+2	8	4	6	9	3
East South Central	(S)	+4	(S)	(S)	-14	-	5	-	-	5
West South Central	(S)	-5	+19	(S)	+6	-	3	4	-	3
Mountain	(S)	+9	(S)	(S)	0	-	3	-	-	3
Pacific	+40	+15	(S)	(S)	+2	8	4	-	-	4
Drug wholesalers (general and specialty lines)	+22	+11	+17	+20	+5	3	2	4	3	1
New England	+17	+20	(S)	(S)	+8	9	3	-	-	2
Middle Atlantic	+50	+16	(S)	(S)	+3	8	5	-	-	2
East North Central	+26	+7	+20	+28	+6	6	2	9	6	2
West North Central	-7	+7	+4	+13	+7	8	4	5	9	2
South Atlantic	+26	+20	(S)	-7	0	6	4	-	8	2
East South Central	(S)	+6	+5	(S)	+6	-	3	4	-	3
West South Central	-1	0	+3	+7	+6	6	2	4	7	1
Mountain	(S)	+14	(S)	(S)	+5	-	2	-	-	3
Pacific	+12	+6	(S)	+9	+6	8	4	-	9	2
Tobacco distributors	+5	+7	+9	+6	+3	2	1	2	3	1
New England	(S)	+5	+8	(S)	(S)	-	2	8	-	2
Middle Atlantic	+10	+8	+14	0	+1	5	2	5	7	1
East North Central	+6	+7	+8	+11	+4	7	2	3	6	2
West North Central	-13	+9	0	(S)	-2	9	2	7	-	1
South Atlantic	-9	+7	-4	+5	+2	6	2	5	7	1
East South Central	+14	+12	+23	-1	-1	8	2	6	9	3
West South Central	+15	+10	+11	+13	+3	9	1	4	9	1
Mountain	(S)	+10	+39	(S)	+5	-	3	9	-	1
Pacific	+5	+2	+14	+16	+12	7	1	3	9	3
Dry goods, apparel wholesalers	+7	+4	+11	(S)	(S)	5	2	3	8	1
Middle Atlantic	+8	+8	+7	(S)	(S)	6	2	4	7	1
East North Central	(S)	+5	0	(S)	(S)	-	6	9	9	2
East South Central	-17	-15	(S)	(S)	(S)	3	5	-	-	2
West South Central	(S)	(S)	(S)	(S)	(S)	-	-	-	-	2

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trends for the kinds of business rather than the geographic division trends.

S Does not meet publication standards because of extreme variability or high nonresponse rate.

[1]See map page 8.

[2]The sampling errors (in percent) shown in the above table columns A, B, D, and E are based on medians of measurements on data for March, June, September and December 1971 and March 1972. Column C shows the sampling errors for cumulative sales trends for March 1974. For use of these sampling errors, see Use of Sampling Errors page 13.

Description of Sample, Estimating Procedures, and Reliability of the Data

1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Office of Management and Budget, Executive Office of the President, as "establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, farm, or professional business users; or to other wholesalers; or acting as agents or brokers in buying merchandise for or selling merchandise to such persons or companies. The principal types of establishments included are: (1) merchant wholesalers--wholesalers who take title to the goods they sell such as wholesale merchants or jobbers, industrial distributors, voluntary group wholesalers, exporters, importers, cash-and-cary wholesalers, drop shippers, wagon distributors, retailer cooperative warehouses, terminal elevators, and cooperative buying associations; (2) sales branches and sales offices (but not retail stores) maintained by manufacturing or mining enterprises apart from their plants or mines for the purpose of marketing their products; (3) agents, merchandise or commodity brokers, and commission merchants; (4) petroleum bulk stations; and (5) assemblers, buyers, and associations engaged in the cooperative marketing of farm products."

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers' sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 17 through 20.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample, introduced in February 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms, depending upon the total number of firms in the trade and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. Approximate measures of the differences in level between the two series, based on the January 1966 survey are available upon request. The differences between results of the old and new samples are attributable, in part, to sampling error in the monthly estimates (see item 7) and, in part, to changes in the kind-of-business classification of individual firms from one census year to another.

To meet the needs of users for long range comparative data, the Bureau of the Census, together with the Bureau of Economic Analysis, has adjusted to old series data from 1959 to 1965 for major kind-of-business groups on the basis of relationships established between new and old sample data for the first 6 months of 1965. These data are available in a Supplement to the Monthly Wholesale Trade Report, issued January 13, 1967.

4. Currently Published Data

Sales.--Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes and Federal excise taxes are included.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 44 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Inventories.--Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include items not held for sales, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trends are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Statistical Indicators Division, Bureau of Economic Analysis. Table 8 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business 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, basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census will, on request, release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, 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.

6. Estimating Procedures

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For all firms reporting, data are available for two consecutive months--the current month and the previous month. For those firms that do not respond in time for tabulation, estimates, based on previously reported data, are prepared. The sales and inventory figures, reported or estimated, for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the current month and previous month unbiased estimates used in preparing the composite estimates described below:

The preliminary composite estimate for the current month is a weighted average of two estimates: (a) the current month unbiased estimate (weight .3) and (b) a ratio estimate (weight .7) obtained by multiplying the preliminary composite estimate for the previous month by the current to previous month ratio obtained from the current month reports.

The final composite estimate (available a month later) is also a weighted average of two estimates: (a) the preliminary composite estimate for a given month (weight .72) and (b) the unbiased estimate (weight .28)

for the same month as obtained from the next month's reporting panel.

The preliminary composite estimates provide a measure of the dollar volume estimates of sales and inventories considerably more reliable than the unbiased estimates and the final composite estimates are generally more reliable than the preliminary composite estimates. Because of the occurrence of relativity large differences between preliminary and final inventory composite estimates, preliminary inventory dollar volume estimates are modified prior to publication on the basis of past relationships between preliminary and final estimates.

7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the composite sales estimates for any individual month is about 0.8 percent at the one-sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The median sampling error of the inventory estimates for all trades combined is 0.9 percent.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month sales and inventories. Table 9 presents the range of the sampling errors and their medians; however, the sampling errors for individual months are available upon request. The sampling errors shown for the monthly dollar estimates are based on the final composite estimates, while the sampling errors of the month-to-month ratios are based on the preliminary composite estimates of the current month and the final composite estimates of the previous month and the year-ago month. The sampling errors of the preliminary composite estimates are not shown, but would generally be slightly higher than those shown for the final composite estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 9. Sampling errors of the sales and inventory data by geographic division are included in tables 6 and 7.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, estimates are included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonrespone affects the reliability of the dollar volume estimates. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. At the national level, about 10 percent of total sales and 23 percent of total inventories are currently imputed for nonresponse. In some geographic divisions the nonresponse may be higher. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standard of reliability.

8. Use of Sampling Errors

The use of sampling errors shown in table 9 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimates made for all durable goods in June 1973. The published estimate is $14,567 million while the median sampling error shown in this report is 2.4 percent or .024. Multiplying $14,567 million by .024 we obtain $350 million. Thus the chances are two out of three that the "expected value" of the estimate is between $14,217 and $14,917 million. Doubling the given median sampling error gives us limits $13,868 to $15,266 million, which will contain the "expected value" 19 out of 20 times.

As an example in the use of these median sampling error data with ratios, consider the ratio of change from July 1973 to August 1973 for durable goods sales. This ratio of change, obtained by dividing $14,958 million by $14,073 million is 1.0628 (it can also be expressed as a 6.3 percent increase). The median sampling error of this ratio is 0.7 percent (.007). Multiplying 1.0628 by .007, we obtain .0074 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.0554 to 1.0702 (that is to say, that the July to August change was between a 5.5 and a 7.0 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.0480 to 1.0776.

Table 8. Seasonal Adjustment Factors for Sales and Inventories of Merchant Wholesalers: January 1973-December 1974

Kind of business	1973											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales											
MERCHANT WHOLESALERS, TOTAL	95.0	89.9	101.8	97.0	104.6	102.2	98.4	106.5	97.8	107.3	102.2	96.1
TOTAL (excluding farm products, raw materials)	94.1	89.2	101.6	98.4	104.9	103.2	98.6	107.0	98.2	107.2	101.3	95.1
DURABLE GOODS, TOTAL	91.4	89.1	100.8	100.3	106.1	105.4	100.0	107.3	98.5	107.5	100.7	91.3
Motor vehicles, automotive equipment	94.0	90.1	101.2	103.4	109.3	107.5	103.6	105.9	94.2	105.3	97.7	87.7
Electrical goods	91.4	89.7	99.0	92.4	96.1	102.2	100.0	106.6	100.9	111.8	108.4	100.4
Furniture, home furnishings	84.8	85.8	103.4	98.7	102.5	100.8	98.4	110.5	101.5	113.7	106.8	91.5
Hardware, plumbing, heating equipment	87.6	87.9	97.9	99.4	106.3	107.7	103.2	110.1	99.9	109.1	102.0	87.3
Lumber, construction materials	82.1	81.9	96.3	99.4	109.4	109.4	105.3	115.1	102.6	112.2	101.1	85.7
Machinery, equipment, supplies	93.0	90.6	102.3	101.3	107.4	106.4	98.5	105.1	98.8	104.7	96.9	94.1
Metals, metalwork (except scrap)	100.1	88.9	103.4	101.8	107.9	104.3	99.0	107.8	96.3	102.5	96.5	88.3
Scrap, waste materials	96.7	94.3	106.0	109.3	112.0	105.5	95.3	101.3	91.8	107.3	91.8	86.7
Jewelry	80.5	85.2	100.0	94.6	92.9	91.8	75.1	100.0	107.8	121.7	123.3	116.6
NONDURABLE GOODS, TOTAL	97.4	91.0	102.2	95.4	104.2	99.5	96.9	105.1	97.0	106.4	103.7	100.2
TOTAL (excluding farm products, raw materials)	93.7	91.7	102.9	98.7	100.3	101.8	97.6	102.7	101.9	102.1	102.2	101.4
Groceries and related products	101.0	89.8	101.6	95.0	106.6	100.8	100.3	105.3	96.4	103.8	101.3	97.0
Beer, wine, distilled alcoholic beverage	80.1	80.5	96.7	90.9	108.0	107.6	99.6	108.8	95.9	106.1	108.1	117.2
Drugs, chemicals, allied products	101.3	92.7	102.4	99.8	101.8	98.4	96.1	105.1	96.6	109.1	100.2	96.1
Tobacco, tobacco products	95.4	87.2	98.3	94.4	108.3	103.3	101.6	108.5	98.0	102.6	100.4	101.5
Dry goods, apparel	97.1	96.1	102.2	92.9	93.9	98.1	94.4	115.7	104.0	111.9	105.1	87.3
Paper, paper products, excluding wallpaper	98.8	92.1	101.5	98.4	103.8	99.4	95.5	107.6	97.9	106.6	101.7	94.8
Farm products (raw materials)[1]	107.8	92.0	106.1	88.5	105.6	91.8	89.9	95.3	90.2	108.7	113.9	111.4
Other nondurable goods	91.8	94.9	106.6	101.0	102.0	96.0	94.0	101.6	100.0	105.2	102.1	101.1
	Seasonal adjustment factors for inventories											
MERCHANT WHOLESALERS, TOTAL	100.5	100.2	100.3	100.2	99.7	99.6	99.3	98.9	99.0	100.6	101.1	100.3
TOTAL (excluding farm products, raw materials)	98.8	99.0	99.7	100.4	100.5	100.8	100.6	100.1	100.1	100.6	100.2	98.9
DURABLE GOODS, TOTAL	98.8	99.3	100.0	101.2	100.7	101.0	100.9	100.6	99.6	99.6	99.2	99.1
Motor vehicles, automotive equipment	99.6	100.9	102.8	101.7	100.1	99.6	101.0	97.4	97.9	98.3	99.9	101.8
Electrical goods	98.5	97.7	99.4	98.1	100.8	101.2	100.3	99.4	102.0	103.4	101.5	97.6
Furniture, home furnishings	94.9	97.0	100.8	100.1	100.0	102.7	103.0	103.0	99.3	101.8	99.5	98.0
Hardware, plumbing, heating equipment	99.2	101.1	102.0	102.3	103.0	102.3	101.5	99.3	98.1	98.7	96.9	95.6
Lumber, construction materials	97.8	100.1	101.5	102.6	103.2	104.2	100.4	100.1	99.4	98.1	96.3	97.5
Machinery, equipment, supplies	98.1	98.5	99.3	101.8	100.7	100.9	101.8	101.6	99.7	99.1	99.6	99.1
Metals, metalwork (except scrap)	100.2	96.9	97.7	101.7	99.2	99.3	100.8	104.9	99.8	98.2	98.4	102.5
Scrap, waste materials	98.2	99.1	101.8	100.3	97.8	98.2	99.0	98.2	99.2	102.1	101.6	103.9
Jewelry	97.5	98.9	97.2	95.8	96.2	100.9	100.3	102.6	104.7	108.8	102.0	95.8
NONDURABLE GOODS, TOTAL	103.0	101.5	100.7	99.3	98.3	97.3	96.2	96.3	98.2	102.6	103.5	102.9
TOTAL (excluding farm products, raw materials)	99.1	98.2	98.8	99.1	100.2	100.6	99.7	99.3	101.3	102.8	101.8	99.1
Groceries and related products	100.4	99.2	101.7	99.6	99.5	98.2	98.9	97.7	100.6	101.8	102.0	100.4
Beer, wine, distilled alcoholic beverage	96.6	95.4	96.5	98.4	103.2	104.3	98.1	96.5	103.8	108.7	104.4	93.0
Drugs, chemicals, allied products	98.0	98.8	100.3	99.5	99.3	99.4	100.2	100.0	100.4	101.9	102.0	99.7
Tobacco, tobacco products	100.4	96.9	98.1	98.9	101.7	98.9	98.7	100.7	102.9	102.1	103.5	96.4
Dry goods, apparel	100.2	99.5	97.7	96.8	100.9	103.6	101.8	100.8	101.3	101.7	98.3	96.6
Paper, paper products, excluding wallpaper	99.6	98.6	99.9	99.5	101.3	101.2	101.8	99.9	100.4	98.6	99.3	99.4
Farm products (raw materials)[1]	127.0	119.5	109.6	97.6	87.2	80.1	78.9	79.1	81.0	101.4	115.0	121.2
Other nondurable goods	98.3	97.4	98.7	99.8	99.4	100.5	100.5	100.3	100.8	102.2	101.7	100.7

See footnotes at end of table.

Table 8. Seasonal Adjustment Factors for Sales and Inventories of Merchant Wholesalers: January 1973-December 1974 – Continued

Kind of business	1974											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales											
MERCHANT WHOLESALERS, TOTAL	95.5	90.3	99.9	100.6	105.0	98.5	101.7	103.3	99.3	106.7	99.7	98.4
TOTAL (excluding farm products, raw materials)	94.3	89.8	99.3	101.4	105.6	99.6	101.9	103.9	100.2	106.8	99.0	97.2
DURABLE GOODS, TOTAL	91.6	88.9	99.2	103.8	107.1	101.8	103.2	104.2	100.6	106.8	98.2	93.7
Motor vehicles, automotive equipment	94.1	91.4	99.9	106.4	109.8	105.3	104.9	101.5	95.6	104.0	95.4	90.1
Electrical goods	92.0	89.2	97.0	95.4	96.5	100.6	102.5	103.4	102.3	111.3	106.2	101.9
Furniture, home furnishings	86.6	86.7	103.1	99.1	102.1	99.3	99.7	104.4	103.2	114.9	104.6	94.8
Hardware, plumbing, heating equipment	89.1	87.1	96.1	101.7	107.2	104.8	105.9	107.2	101.7	110.2	98.6	89.3
Lumber, construction materials	84.3	81.1	94.5	104.6	108.9	105.9	107.0	112.7	104.0	109.9	99.1	88.3
Machinery, equipment, supplies	92.2	90.2	100.7	103.6	109.5	102.5	102.2	101.1	100.8	104.7	94.7	96.7
Metals, metalwork (except scrap)	100.3	87.9	101.4	107.4	110.1	100.9	101.8	104.2	97.9	101.8	95.0	91.2
Scrap, waste materials	95.6	95.2	108.2	112.2	115.1	102.9	98.1	97.9	92.9	101.9	90.0	89.2
Jewelry	82.6	84.7	99.9	91.4	96.2	91.8	76.8	102.9	106.7	123.3	123.8	119.5
NONDURABLE GOODS, TOTAL	98.6	91.6	99.6	98.5	103.8	96.8	99.6	101.8	98.2	106.6	101.6	102.3
TOTAL (excluding farm products, raw materials)	95.1	91.4	103.2	97.7	101.8	100.7	97.5	103.9	101.4	103.2	100.9	101.5
Groceries and related products	102.3	90.4	98.5	98.8	105.3	98.6	104.2	102.4	97.3	103.7	98.8	99.0
Beer, wine, distilled alcoholic beverage	81.8	80.7	93.8	93.3	109.4	103.6	102.7	103.5	97.1	107.6	104.5	120.9
Drugs, chemicals, allied products	100.7	92.1	99.1	102.1	101.7	96.0	98.8	101.8	100.6	109.1	97.9	98.9
Tobacco, tobacco products	96.1	87.3	94.7	98.1	108.7	98.9	105.8	104.5	99.2	104.5	97.8	104.0
Dry goods, apparel	99.2	96.4	101.1	93.4	95.1	94.1	96.2	112.4	108.0	111.4	100.6	89.6
Paper, paper products, excluding wallpaper	99.9	92.5	99.3	99.8	105.5	97.1	98.6	103.8	99.3	107.2	99.1	96.4
Farm products (raw materials)[1]	111.9	94.3	101.4	94.3	103.0	89.8	93.7	91.9	87.9	107.4	111.4	113.4
Other nondurable goods	93.4	95.7	106.2	103.4	101.8	94.3	93.7	99.1	100.5	106.3	101.0	102.7
	Seasonal adjustment factors for inventories											
MERCHANT WHOLESALERS, TOTAL	101.5	100.9	100.7	100.4	99.5	99.1	99.1	98.2	98.3	100.1	101.3	100.6
TOTAL (excluding farm products, raw materials)	99.1	99.1	99.7	100.4	100.7	100.9	101.0	99.8	99.9	100.2	100.1	98.8
DURABLE GOODS, TOTAL	98.8	99.3	100.0	101.2	100.9	101.0	101.4	100.2	99.4	99.2	99.2	99.1
Motor vehicles, automotive equipment	100.4	102.0	102.2	101.7	100.3	98.9	100.7	96.4	98.4	97.9	99.2	101.9
Electrical goods	98.0	97.2	99.7	98.0	100.6	100.8	101.6	99.2	102.1	103.0	101.9	97.5
Furniture, home furnishings	95.1	97.3	101.0	100.2	99.9	102.5	104.0	103.1	99.2	99.9	99.4	98.0
Hardware, plumbing, heating equipment	98.7	101.1	102.1	102.3	102.9	102.7	101.5	99.3	97.8	98.7	97.0	95.5
Lumber, construction materials	97.4	100.1	101.9	103.8	103.7	105.1	101.5	99.6	98.0	96.2	95.2	97.6
Machinery, equipment, supplies	98.0	98.8	99.5	101.4	100.9	101.2	101.7	101.2	99.5	98.7	99.8	99.1
Metals, metalwork (except scrap)	99.3	96.6	98.0	101.9	99.5	99.3	102.5	104.8	99.7	97.0	98.8	102.4
Scrap, waste materials	98.3	99.3	102.0	100.3	97.2	99.9	99.0	98.3	98.7	101.6	101.2	103.9
Jewelry	95.8	97.4	95.8	95.4	95.7	102.5	103.2	102.8	104.5	108.8	102.0	95.9
NONDURABLE GOODS, TOTAL	103.4	101.8	101.2	99.6	98.2	97.1	96.5	96.2	97.7	101.8	103.4	102.9
TOTAL (excluding farm products, raw materials)	99.3	98.6	99.0	99.2	100.4	100.5	99.8	99.1	100.8	102.5	101.6	99.1
Groceries and related products	99.9	98.4	101.9	99.8	99.8	98.3	98.8	97.5	100.7	101.7	102.6	100.3
Beer, wine, distilled alcoholic beverage	97.4	96.3	96.5	98.6	103.6	105.5	98.9	96.5	102.0	107.9	103.6	92.9
Drugs, chemicals, allied products	98.9	99.2	100.6	99.4	99.1	98.9	100.4	100.0	100.2	101.4	101.9	99.7
Tobacco, tobacco products	100.6	97.0	98.6	98.4	102.5	99.6	98.8	100.5	101.8	101.8	103.7	96.3
Dry goods, apparel	100.5	99.1	97.1	97.8	101.1	103.6	101.9	100.6	102.6	101.3	97.6	96.6
Paper, paper products, excluding wallpaper	99.9	98.7	100.0	100.4	101.0	101.0	101.5	99.9	100.2	98.9	98.7	99.3
Farm products (raw materials)[1]	128.5	121.9	111.7	100.8	86.0	78.3	77.8	79.5	80.1	98.7	115.2	121.1
Other nondurable goods	99.1	99.2	98.8	99.5	99.5	100.3	100.3	99.6	99.6	102.1	101.3	100.8

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1973, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 Variant of the Census Method II Seasonal Adjustment Program, Technical Paper No. 15, Department of Commerce, Bureau of Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are included in this table for some kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in table 4 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

[1]There are indications that the seasonal adjustment factors for the farm products (raw materials) category may not reflect recent trends in this trade. The seasonally adjusted data for this category and also for the merchant wholesale and nondurable goods totals should, therefore, be used with caution.

Table 9. Sampling Variability-Estimates of Sales and Inventories of Merchant Wholesalers

Kind of business	Sales						Inventories					
	Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	1.0-1.4	1.4	0.3-0.9	0.4	0.8-1.1	0.9	0.9-1.8	1.2	0.1-0.4	0.2	0.5-1.6	0.8
TOTAL (excluding farm products, raw materials)	1.0-1.5	1.4	0.3-0.9	0.4	0.9-1.2	1.0	1.0-1.6	1.2	0.1-0.4	0.2	0.6-1.6	0.9
DURABLE GOODS, TOTAL	1.7-2.9	2.4	0.5-1.8	0.7	1.4-2.0	1.4	1.1-2.0	1.4	0.2-0.5	0.3	0.7-1.9	1.0
Motor vehicles, automotive equipment, total	6-12	8	1-8	3	4-9	6	4-7	4	0.7-2.2	1.2	2-7	2
Automobiles, other motor vehicles	-	-	1-16	3	1-17	12	-	-	1.5-5.9	2.6	2-14	5
Automotive equipment, tires, tubes	4-4	4	1-2	2	3-4	3	4-5	4	0.7-2.0	0.7	2-3	3
Automotive equipment	4-5	5	2-2	2	2-4	4	-	-	0.6-1.9	0.7	2-3	2
Electrical goods, total	2-3	2	1-1	1	2-3	2	2-3	3	0.7-1.1	0.8	2-3	2
Electrical supplies, apparatus	2-3	3	1-2	1	2-3	3	4-5	4	0.3-1.4	0.7	2-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	2-3	3	1-2	2	2-4	3	3-5	4	0.9-1.8	1.1	2-5	3
Appliances, TV, radio sets	3-4	4	2-3	2	2-5	4	-	-	1.1-2.7	1.6	3-6	3
Furniture, home furnishings, total	5-11	6	2-4	2	5-8	6	6-10	6	1.2-2.9	1.4	4-9	7
Furniture-household, office	6-8	7	2-4	2	4-6	5	-	-	0.9-1.4	1.1	3-5	4
Household furniture	-	-	2-4	3	3-6	5	-	-	1.1-1.6	1.3	5-7	6
Office furniture	-	-	2-7	4	8-11	9	-	-	1.1-3.0	1.5	6-9	6
Home furnishings, floor coverings	6-15	8	2-5	3	6-11	8	6-13	6	1.6-3.6	1.8	6-12	8
Hardware, plumbing, heating equipment, supplies, total	3-4	4	1-2	1	2-3	2	3-3	3	0.4-1.0	0.5	1-2	1
Hardware	3-4	3	1-2	1	2-3	2	3-3	3	0.5-0.8	0.6	2-3	2
General-line hardware	3-5	4	1-2	1	1-3	2	-	-	0.3-1.1	0.6	3-4	3
Plumbing and heating equipment, supplies	6-9	7	1-2	2	3-6	4	4-5	4	0.5-2.2	0.8	2-4	2
Air conditioning, refrigeration equipment, supplies	4-6	6	3-6	4	5-8	6	-	-	1.3-2.1	1.5	3-5	4
Lumber, construction materials, total	4-5	4	1-2	2	3-4	3	5-5	5	0.8-1.3	0.9	2-4	3
Lumber, millwork	5-8	6	2-3	2	3-5	4	5-5	5	0.8-2.0	1.3	3-5	4
Construction materials	6-8	8	2-3	2	3-5	5	-	-	0.8-1.6	1.4	4-7	6
Machinery, equipment, supplies, total	2-3	2	2-2	2	2-3	3	2-3	2	0.4-0.7	0.7	2-2	2
Commercial machines, equipment	7-10	8	2-4	3	4-7	7	-	-	0.8-1.9	1.3	3-5	4
Construction machinery, equipment	4-7	5	2-4	3	5-8	6	4-5	5	0.5-2.1	1.1	4-5	4
Industrial machinery, equipment, supplies	3-5	4	2-3	3	4-6	4	3-6	5	0.7-1.3	1.0	3-5	4
Professional equipment, supplies	4-6	5	2-3	2	3-6	6	-	-	0.4-2.5	0.8	3-4	3
Surgical, medical, hospital supplies	7-9	8	2-3	2	5-7	6	-	-	0.4-1.6	0.7	4-7	5
Service-establishment equipment, supplies	4-9	4	2-4	3	4-7	5	-	-	0.7-1.7	1.0	4-7	4
Metals, metalwork (except scrap), total	3-4	4	1-4	2	2-4	3	3-4	3	0.4-1.1	0.6	2-4	2
Iron, steel, and products	3-5	4	1-5	2	4-6	4	4-4	4	0.5-1.3	0.7	2-4	3
Nonferrous metals	5-10	5	2-7	4	3-8	5	-	-	0.5-1.2	0.9	4-6	5
Scrap, waste materials, total	4-5	4	1-3	2	2-4	4	-	-	1.2-2.5	1.7	3-5	5
Iron, steel scrap	4-8	5	2-4	3	3-6	4	-	-	1.3-1.9	1.8	3-8	6
Waste materials	4-6	5	2-4	3	4-7	6	-	-	2.1-5.7	3.4	-	-
Jewelry	-	-	3-6	4	6-9	8	-	-	-	-	-	-
NONDURABLE GOODS, TOTAL	1.1-2.0	1.3	0.6-0.7	0.6	1.1-1.4	1.3	1.6-1.9	1.8	0.2-0.6	0.3	1.1-2.2	1.3
TOTAL (excluding farm products, raw materials)	1.3-2.2	1.4	0.4-0.6	0.6	1.2-1.6	1.3	1.8-2.4	2.1	0.2-0.7	0.3	1.2-2.4	1.5
Groceries and related products, total	2-2	2	0-1	1	1-1	1	2-3	2	0.5-0.8	0.6	1-2	2
General-line groceries	2-3	3	0-1	1	1-2	1	2-3	3	0.4-0.5	0.5	2-2	2
Voluntary groups	-	-	0-1	1	2-3	2	-	-	0.6-1.1	1.0	2-3	3
Retailer cooperatives	-	-	1-1	1	2-4	3	-	-	0.3-0.8	0.4	3-5	3
Nonaffiliated	-	-	1-2	2	4-5	4	-	-	0.6-1.1	1.0	4-5	5
Specialty-line groceries	3-4	4	1-3	2	3-4	4	5-6	5	1.0-2.1	1.3	3-5	4
Confectionery	4-6	5	1-3	2	2-5	3	-	-	0.7-3.7	1.2	3-6	5
Meats, meat products	4-5	4	1-2	1	3-5	4	-	-	2.0-3.7	2.3	5-7	6
Poultry, poultry products	5-6	5	1-3	2	3-4	4	-	-	1.3-2.7	1.9	4-5	5
Fresh fruits, vegetables	4-6	5	1-5	2	3-6	3	-	-	0.8-1.9	1.4	3-6	4
Beer, wine, distilled alcoholic beverages, total	2-2	2	1-2	1	1-2	2	3-4	4	0.9-1.3	1.1	2-3	3
Beer	4-4	4	1-2	1	3-3	3	4-6	5	1.6-2.4	1.9	3-5	4
Wine, distilled spirits	3-4	4	1-2	2	2-3	3	4-5	5	0.9-1.8	1.1	2-4	3
Drugs, chemicals, allied products, total	3-4	4	1-4	2	2-4	3	3-5	4	0.4-1.3	0.9	2-4	3
Drugs, drug proprietaries, druggists' sundries	4-5	4	1-6	2	3-4	3	4-7	6	0.5-1.6	0.8	2-5	4
General-line drugs	3-3	3	0-1	1	1-3	1	-	-	0.4-0.6	0.5	1-3	2
Paints, varnishes	5-6	5	2-3	2	2-5	4	-	-	0.6-2.5	1.3	3-6	5
Other chemicals, allied products	6-7	7	1-3	3	5-10	6	-	-	0.6-3.0	1.6	4-5	4
Tobacco, tobacco products	2-3	3	1-1	1	2-2	2	-	-	0.6-1.2	0.7	2-3	3
Dry goods, apparel, total	4-6	5	2-3	2	4-6	5	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	8-11	9	2-5	4	6-10	8	-	-	-	-	-	-
Dry goods, notions	5-8	7	2-6	3	5-9	5	-	-	-	-	-	-
Piece goods converters	-	-	2-5	3	4-7	5	-	-	-	-	-	-
Paper, paper products, excluding wallpaper, total	2-3	2	1-9	1	1-2	2	4-4	4	0.3-0.9	0.8	1-3	2
Paper	2-3	3	1-2	1	2-3	3	2-4	3	0.4-1.2	0.6	1-3	2
Stationery, office supplies	4-6	4	1-3	2	4-5	5	-	-	0.7-2.2	1.0	3-6	4
Farm products (raw materials), total	5-7	6	2-4	3	3-4	4	-	-	0.7-1.4	0.9	1-3	2
Cotton	-	-	4-19	6	7-12	10	-	-	1.1-5.3	2.9	-	-
Grain	4-8	6	2-4	2	3-5	4	-	-	1.0-3.0	1.7	-	-
Other nondurable goods, total	4-8	5	2-2	2	3-6	4	-	-	0.6-1.0	0.7	2-4	3
Amusement, sporting goods	-	9	4-5	4	5-9	7	-	-	1.0-2.0	1.6	4-6	5
Books, magazines, newspapers	4-5	4	1-3	2	2-6	4	-	-	0.5-2.7	0.7	3-6	5
Coal	-	-	1-5	3	3-8	3	-	-	0.8-2.3	1.6	3-7	5
Farm supplies	-	7	2-6	4	7-11	9	-	-	1.1-3.1	2.3	4-15	11

Note: The range of sampling error of the monthly dollar estimates for sales and inventories is based on data for February, May, August, and November 1971 and February 1972. The range of sampling error of the ratio of current month to-- for sales and inventories is based on data for March, June, September, and December 1971 and March 1972.

Description of Kinds of Business

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual, and its supplement issued in 1963, and used in the 1963 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

DURABLE GOODS

Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires, and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling stations and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5063).--Establishments primarily in the wholesale distribution of electrical power equipment for the generation, transmission, or utilization of electric energy; and electrical construction materials for outside power transmission lines and for electrical systems. This industry does not include establishments primarily engaged in the wholesale distribution of radios, television sets, electric refrigerators, and other household electrical appliances which are classified in "Electrical Appliances, TV, Radio Sets" (SIC 5064). Construction contractors primarily engaged in installing electrical systems and equipment from their own stock are not included.

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). In this trade, manufacturers' branch houses primarily engaged in selling appliances, TV and radio sets to retailers and builders are classified as merchant wholesalers. Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting equipment, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

Furniture, Home Furnishings (SIC 5097)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses, and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in selling antiques; china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air-conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air-conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units which are classified in "electrical appliances, TV, radio sets" (SIC 5064).

Lumber, Construction Materials (SIC 5098)

Lumber, millwork (part of SIC 5098).--Establishments with or without yards primarily engaged in the wholesale distribution of rough, dressed and finished lumber (but not timber); plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in marketing such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

Machinery, Equipment, Supplies
(SIC 508)

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the marketing of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the marketing of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the marketing of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the distribution of mechanical devices and other equipment and supplies used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the marketing of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairs, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

Metals, Metalwork (except scrap)
(Part of SIC 5091)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc. Metals service centers (marketing warehouses) of companies operating steel works and rolling mills are also included in this classification, but their sales offices without warehouses are excluded.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals. Metals service centers (marketing warehouses) of companies operating in the primary nonferrous metal industries are also included in this classification, but their sales offices without warehouses are excluded.

Scrap and Waste Materials
(SIC 5093)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting, and marketing of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of secondhand parts at retail are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in assembling and marketing such materials as nonferrous scrap (but not smelting, except for pot-melting of lead); a wide variety of scrap materials; or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

Jewelry
(Part of SIC 5099)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including stones and metals, costume jewelry, clocks, silverware, etc.

NONDURABLE GOODS

Groceries and Related Products
(SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream, and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling, and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045).--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

Beer, Wines, Distilled Alcoholic Beverages
(SIC 5095)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids. State-operated wholesale establishments are included.

Drugs, Chemicals, Allied Products
(SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022).--Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, durggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

Tobacco
(SIC 5094)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in "Miscellaneous farm products" (part of SIC 5051).

Dry Goods, Apparel
(SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

Paper, Paper Products, Except Wallpaper
(SIC 5096)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of

commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc.; social stationery, including envelopes; and greeting cards.

Farm Products--Raw Materials
(SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in marketing raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in marketing corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505) (not shown separately).--Establishments primarily engaged in marketing of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

Other Nondurable Goods
(Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billiard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; ammunition and fireworks; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099)(not shown separately).--Establishments primarily engaged in wholesale distribution of:

Gifts, art goods, including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products (except lumber); saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

AMERICAN REVOLUTION BICENTENNIAL 1776-1976

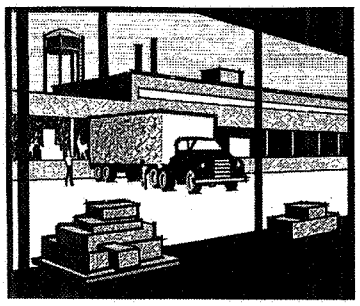
UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
Washington, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND
FEES PAID
U.S. GOVERNMENT
PRINTING OFFICE
375

U.S.MAIL



CURRENT BUSINESS REPORTS

Monthly Wholesale Trade

SALES AND INVENTORIES

Issued: June 1974

BW-74-4

April 1974

Sales—April 1974 sales of merchant wholesalers were estimated at $38.0 billion. After adjustment for seasonal variations and trading day differences, but not for price changes, April sales were $37.7 billion, virtually unchanged from last month but 27 percent above April 1973. Adjusted February-through-April sales were 9 percent above the November-through-January period, and were 27 percent above the average for the comparable months a year ago.

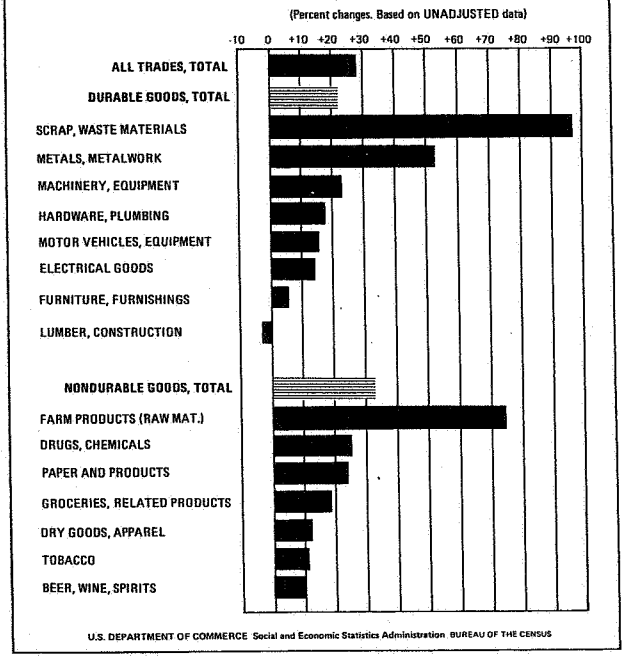
After adjustment, April sales in the durable goods trades increased 2 percent above the previous month and were 24 percent above April 1973. Nondurable goods sales were 1 percent below the previous month, but 30 percent above the same month a year ago. Average monthly sales in the durable goods group during the February-through-April period were 8 percent above the prior 3 months, and were 22 percent above the comparable period a year ago. Three months average sales for the nondurable goods group were 11 percent above the average for the November-through-January period and were 32 percent above the average for the same period a year ago.

By trade group, comparisons with previous month sales levels reflected mixed trends with 11 trade groups showing gains, 4 indicating declines, and 2 no change. The larger increases were reported in scrap, waste materials (17%); jewelry (6%); and beer, wine and spirits (5%). The largest decrease was noted in machinery, equipment, supplies (−2%). Compared with sales a year ago, all trade groups showed increases with the exception of lumber, construction materials (−5%). Among the sharper increases were scrap, waste materials (113%); farm products, raw materials (63%); and metals, metalwork (53%).

Inventories—Total inventories of merchant wholesalers were valued at $39.8 billion at the end of April. After adjustment for seasonal variations, but not for price changes, April inventories were up 1 percent from last month, and were 18 percent above April 1973. Durable goods stocks were up 2 percent from the previous month and were 17 percent above April 1973. Nondurable goods stocks decreased 1 percent during April, but were 20 percent above stocks on hand a year ago.

Based on adjusted data, trade group comparisons with previous month inventory levels reflected mixed trends, with 10 trade groups showing gains, 4 indicating declines, and 1 no change. The larger increases were noted in scrap, waste materials (9%); and drugs, chemicals (6%). The larger decreases were noted in farm products, raw materials (−9%); and metals, metalwork (−3%). Changes from year ago levels were more substantial with all trade groups showing increases. Among the sharper increases were scrap, waste materials (36%); groceries and related products, (30%); motor vehicles, automotive equipment (28%); and drugs, chemicals (28%).

Sales of Merchant Wholesalers in Selected Kinds of Business
4 Months 1974 Compared With 4 Months 1973



Stock-Sales Ratio—The April stock-sales ratio for merchant wholesalers, based on seasonally adjusted data was 105 percent, virtually unchanged from the previous month, but 8 points below the April 1973 ratio. The stock-sales ratio for durable goods was 133 percent, down 1 point from the previous month, and 8 points below the year-ago ratio. The ratio for nondurable goods was 82 percent, virtually unchanged from the previous month, but 7 points below the April 1973 ratio.

An advance release of April 1974 data was issued on June 6, 1974

U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Single copies 45 cents; annual subscription $5.15 Add $1.30 for each subscription to a foreign address.

Table 1. Estimated Monthly Sales of Merchant Wholesalers, United States, by Kind of Business: 1973 and 1974

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1974				1973									Total 4 months	
	Jan.	Feb.	Mar.	Apr.[1]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1974	1973
MERCHANT WHOLESALERS, TOTAL	33,694	32,730	37,586	37,996	28,859	31,232	30,104	29,892	32,391	29,849	34,067	33,895	32,834	142,008	110,600
TOTAL (exc. farm products, raw materials)	29,724	28,871	33,283	34,032	26,576	28,526	27,687	27,265	29,644	27,173	30,590	29,958	28,768	125,913	101,340
DURABLE GOODS, TOTAL	14,682	14,103	16,628	17,731	13,841	14,828	14,567	14,073	14,958	13,739	15,463	14,971	13,894	63,146	51,228
Motor vehicles, automotive equipment, total[2]	2,743	2,538	2,971	3,283	2,710	2,852	2,767	2,681	2,612	2,365	2,660	2,639	2,410	11,536	9,904
Automotive equipment, tires, tubes	1,289	1,218	1,341	1,488	1,326	1,451	1,410	1,414	1,394	1,312	1,420	1,354	1,159	5,337	4,935
Automotive equipment	1,080	1,049	1,129	1,245	1,125	1,225	1,188	1,191	1,178	1,116	1,196	1,139	964	4,503	4,229
Electrical goods, total	1,836	1,757	2,024	2,071	1,754	1,764	1,952	1,996	2,001	1,899	2,129	2,060	1,935	7,688	6,747
Electrical supplies, apparatus	905	871	952	1,073	813	838	885	893	913	868	990	941	938	3,801	3,032
Electrical appliances, TV, radio sets, electronic parts, equipments	931	886	1,072	999	941	926	1,067	1,103	1,089	1,032	1,139	1,119	996	3,887	3,715
Appliances, TV, radio sets	592	561	679	634	609	599	700	723	705	670	738	722	654	2,466	2,473
Furniture, home furnishings, total	548	530	621	618	557	572	575	539	614	562	665	643	546	2,317	2,176
Furniture-household, office	155	148	180	170	175	(S)	178	153	171	152	181	(S)	161	653	682
Home furnishings, floor coverings	392	382	441	448	382	401	397	385	442	410	484	476	384	1,664	1,494
Hardware, plumbing, heating equipment, supplies, total	1,306	1,264	1,439	1,549	1,268	1,375	1,384	1,343	1,442	1,315	1,475	1,369	1,274	5,559	4,719
Hardware	542	519	598	639	479	515	504	493	534	481	568	549	465	2,297	1,836
General-line hardware	300	290	334	353	267	283	288	280	306	274	324	312	257	1,277	1,035
Plumbing and heating equip., supplies	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	2,635	2,219
Air conditioning, refrigeration equipment, supplies	150	151	(S)	(S)	(S)	(S)	211	208	(S)	171	177	(S)	(S)	627	564
Lumber, construction materials, total	1,326	1,245	1,508	1,667	1,675	1,759	1,729	1,608	1,755	1,544	1,630	1,538	1,349	5,746	5,900
Lumber, millwork	883	817	1,009	1,097	1,152	1,184	1,151	1,067	1,139	1,017	1,060	1,031	920	3,806	4,028
Construction materials	443	428	499	570	522	576	578	540	615	528	570	507	429	1,940	1,872
Machinery, equipment, supplies, total	3,631	3,586	4,263	4,287	3,423	3,748	3,649	3,449	3,732	3,456	3,859	3,702	3,557	15,767	12,769
Construction machinery, equipment	635	656	846	910	610	649	634	624	649	625	695	641	620	3,047	2,174
Industrial machinery, equipment, supplies	1,787	1,722	2,049	1,976	1,632	1,850	1,751	1,637	1,799	1,654	1,893	1,856	1,737	7,535	6,174
Professional equipment, supplies	443	416	492	497	418	449	459	459	461	455	460	448	460	1,848	1,655
Service-establishment, equipment, supplies	187	179	200	215	183	185	188	187	197	172	203	195	184	780	702
Metals, metalwork (except scrap), total	2,055	1,909	2,327	2,533	1,573	1,715	1,540	1,550	1,750	1,621	1,854	1,792	1,686	8,823	5,761
Iron, steel, and products	1,549	1,470	1,803	1,991	1,243	1,368	1,162	1,190	1,356	1,269	1,462	1,364	1,304	6,813	4,513
Nonferrous metals	506	439	524	541	329	347	378	359	394	351	393	428	382	2,010	1,247
Scrap, waste materials, total	1,026	1,045	1,187	1,444	660	778	723	697	761	699	884	919	888	4,703	2,387
Iron, steel scrap	661	658	781	962	416	(S)	469	460	487	(S)	568	594	564	3,062	1,518
Waste materials	365	387	407	482	244	254	255	237	274	254	315	325	324	1,640	869
NONDURABLE GOODS, TOTAL	19,012	18,627	20,958	20,265	15,018	16,404	15,537	15,819	17,433	16,110	18,604	18,924	18,940	78,862	59,372
TOTAL (exc. farm products, raw materials)	15,042	14,768	16,655	16,301	12,735	13,698	13,120	13,192	14,686	13,434	15,127	14,987	14,874	62,767	50,112
Groceries and related products, total	6,250	5,909	6,439	6,400	5,320	5,815	5,472	5,754	6,232	5,496	6,066	6,114	6,192	24,997	20,982
General-line groceries	2,495	2,266	2,438	2,492	2,042	2,200	2,038	2,164	2,361	2,099	2,272	2,302	2,360	9,691	8,090
Specialty-line groceries	1,681	1,748	1,980	1,926	1,438	1,552	1,459	1,465	1,695	1,497	1,667	1,742	1,791	7,334	5,671
Confectionery	112	108	116	112	104	110	104	98	107	105	128	123	117	449	397
Meat, meat products	1,231	1,087	1,173	1,137	1,039	1,184	1,093	1,222	1,246	1,136	1,252	1,195	1,180	4,627	4,238
Poultry, poultry products	313	288	275	259	256	280	279	303	368	283	310	319	323	1,135	979
Fresh fruits, vegetables	418	411	457	475	442	489	499	502	454	376	436	433	422	1,761	1,607
Beer, wine, distilled alcoholic beverages, total	1,193	1,129	1,308	1,366	1,197	1,425	1,392	1,296	1,384	1,221	1,439	1,440	1,616	4,997	4,548
Beer	532	507	569	622	545	676	685	685	699	565	620	566	559	2,230	2,050
Wine, distilled spirits	662	622	739	743	653	749	707	611	685	656	819	875	1,058	2,766	2,498
Drugs, chemicals, allied products, total	1,162	1,139	1,326	1,364	1,024	1,077	1,069	1,053	1,164	1,104	1,300	1,202	1,110	4,992	4,001
Drugs, drug proprietaries, sundries	672	635	715	728	555	587	573	576	652	(S)	759	(S)	647	2,749	2,255
General-line drugs	278	255	288	295	242	260	248	254	282	264	303	279	255	1,116	993
Paints, varnishes	50	51	59	64	51	55	55	59	61	55	60	54	47	224	184
Other chemcials, allied products	440	453	552	573	418	434	441	418	451	404	481	446	416	2,018	1,563
Tobacco, tobacco products	624	572	616	645	555	634	605	603	634	586	639	625	631	2,457	2,212
Dry goods, apparel, total	1,274	1,239	1,300	1,213	1,058	1,070	1,107	1,053	1,371	1,247	1,373	1,270	1,068	5,026	4,478
Apparel and accessories, hosiery, lingerie, footwear	(S)	(S)	(S)	(S)	493	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	2,286	2,084
Dry goods, notions	480	477	493	468	380	(S)	(S)	371	464	(S)	(S)	427	385	1,919	1,616
Paper, paper products, excluding wallpaper, total	910	850	932	972	746	822	800	748	855	789	904	854	822	3,664	2,952
Paper	702	653	720	751	576	640	624	572	658	597	688	645	628	2,826	2,238
Stationery, office supplies	207	198	212	221	171	181	177	175	196	192	216	209	194	838	714
Farm products (raw materials), total	3,970	3,859	4,303	3,964	2,283	2,706	2,417	2,627	2,747	2,676	3,477	3,937	4,066	16,096	9,261
Grain	3,060	3,098	3,558	3,267	1,762	2,124	1,904	2,073	2,206	2,206	2,791	3,210	3,187	12,983	6,923
Other nondurable goods, total	3,629	3,930	4,734	4,341	2,835	2,855	2,675	2,685	3,046	2,991	3,406	3,482	3,435	16,634	10,940
Books, magazines, newspapers	179	179	190	185	162	166	176	191	194	(S)	203	192	181	732	664

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

S Does not meet publication standards because of extreme variablity or high nonresponse rate.
[1]Preliminary estimate. See page 12, Estimating Procedures.
[2]The automotive group is subject to a sampling variability of 10 percent.

Table 2. Estimated Monthly Inventories of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations)

Kind of business	1974				1973								
	Jan.	Feb.	Mar.	Apr.[1]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MERCHANT WHOLESALERS, TOTAL	38,379	38,854	39,764	39,753	33,614	33,820	33,921	34,295	34,317	34,728	35,667	36,796	37,292
TOTAL (excluding farm products, raw materials)	34,067	34,845	35,965	36,634	30,950	31,542	31,950	32,100	31,860	32,236	32,683	33,157	33,434
DURABLE GOODS, TOTAL	21,158	21,615	22,441	22,987	19,714	20,062	20,329	20,390	20,188	20,168	20,278	20,657	20,954
Motor vehicles, automotive equipment, total	4,248	4,407	4,713	4,925	3,850	3,993	3,899	3,924	3,776	3,956	3,985	4,069	4,100
Automotive equipment, tires, tubes	2,620	2,634	2,767	2,843	2,328	2,435	2,463	2,500	2,389	2,447	2,470	2,515	2,445
Electrical goods, total	2,968	3,027	3,088	3,085	2,683	2,768	2,903	2,908	2,900	2,854	2,982	3,016	2,980
Electrical supplies, apparatus	1,253	1,286	1,316	1,356	1,112	1,176	1,222	1,176	1,180	1,206	1,251	1,271	1,241
Electrical appliances, TV, radio sets, electronic parts, equipment	1,715	1,741	1,773	1,730	1,571	1,592	1,681	1,732	1,719	1,649	1,731	1,745	1,739
Furniture, home furnishings, total	955	979	999	1,024	883	884	896	939	956	938	934	947	913
Home furnishings, floor coverings	733	756	769	791	677	676	693	730	740	726	712	724	688
Hardware, plumbing, heating equipment, supplies, total	2,285	2,329	2,399	2,471	2,144	2,179	2,204	2,185	2,165	2,144	2,176	2,159	2,203
Hardware	943	951	953	994	844	862	880	858	851	870	879	849	879
Plumbing and heating equipment, supplies	1,065	1,099	1,135	1,143	1,036	1,044	1,062	1,063	1,060	1,018	1,042	1,051	1,061
Lumber, construction materials, total	1,458	1,507	1,547	1,592	1,456	1,511	1,550	1,450	1,401	1,396	1,363	1,380	1,432
Lumber, millwork	971	988	1,016	1,047	970	1,018	1,046	955	917	940	888	899	934
Machinery, equipment, supplies, total	6,063	6,218	6,423	6,555	5,668	5,709	5,833	5,839	5,831	5,779	5,794	5,986	6,106
Construction machinery, equipment	1,732	1,788	1,844	1,850	1,623	1,647	1,723	1,700	1,742	1,661	1,701	1,753	1,792
Industrial machinery, equipment, supplies	2,443	2,498	2,624	2,691	2,303	2,316	2,320	2,376	2,356	2,396	2,298	2,386	2,444
Metals, metalwork (except scrap), total	2,296	2,205	2,310	2,335	2,243	2,227	2,190	2,273	2,294	2,230	2,134	2,201	2,339
Iron, steel, and products	1,905	1,818	1,926	1,944	1,925	1,882	1,810	1,881	1,932	1,856	1,743	1,822	1,968
NONDURABLE GOODS, TOTAL	17,221	17,239	17,323	16,766	13,900	13,758	13,592	13,905	14,129	14,560	15,389	16,139	16,338
TOTAL (excluding farm products, raw materials)	12,909	13,230	13,524	13,647	11,236	11,480	11,621	11,710	11,672	12,068	12,405	12,500	12,480
Groceries and related products, total	3,841	3,921	4,069	4,057	3,123	3,135	3,169	3,138	3,142	3,328	3,450	3,641	3,661
General-line groceries	1,720	1,792	1,917	1,868	1,491	1,477	1,460	1,450	1,459	1,562	1,629	1,661	1,693
Specialty-line groceries	1,434	1,458	1,494	1,534	1,097	1,120	1,179	1,170	1,166	1,194	1,227	1,343	1,340
Beer, wine, distilled alcoholic beverages, total	1,404	1,439	1,458	1,479	1,358	1,424	1,468	1,353	1,315	1,401	1,484	1,465	1,348
Beer	334	369	402	390	387	380	361	340	312	336	350	321	294
Wine, distilled spirits	1,070	1,070	1,056	1,089	970	1,044	1,107	1,013	1,003	1,065	1,134	1,145	1,054
Drugs, chemicals, allied products, total	1,461	1,512	1,610	1,681	1,316	1,323	1,335	1,389	1,416	1,372	1,434	1,466	1,444
Drugs, drug proprietaries, druggists' sundries	1,001	1,028	1,093	1,139	884	901	902	944	973	938	982	1,006	963
Paper, paper products (excluding wallpaper), total	834	837	856	899	770	771	780	794	786	793	790	798	828
Paper	567	573	583	619	532	535	538	540	540	542	540	540	563

See footnotes below table 3.

Table 3. Stock-Sales Ratio of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1974				1973								
	Jan.	Feb.	Mar.	Apr.[1]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MERCHANT WHOLESALERS, TOTAL	114	119	106	105	116	108	113	115	106	116	105	109	114
TOTAL (excluding farm products, raw materials)	115	121	108	108	116	110	115	118	107	119	107	111	116
DURABLE GOODS, TOTAL	144	153	135	130	142	135	141	145	135	147	131	138	151
Motor vehicles, automotive equipment, total	155	174	159	150	142	140	141	146	144	167	150	154	170
Automotive equipment, tires, tubes	203	216	206	191	176	168	175	177	171	187	174	186	211
Electrical goods, total	162	172	153	149	153	157	149	146	145	150	140	146	154
Electrical supplies, apparatus	138	148	138	126	137	140	138	132	129	139	126	135	132
Electrical appliances, TV, radio sets, electronic parts, equipment	184	196	165	173	167	172	158	157	158	160	152	156	175
Furniture, home furnishings, total	174	185	161	166	159	154	156	174	156	167	140	147	167
Home furnishings, floor coverings	187	198	174	176	177	169	174	189	167	177	147	152	179
Hardware, plumbing, heating equipment, supplies, total	175	184	167	160	169	158	159	163	150	163	147	158	173
Hardware	174	183	160	156	176	167	174	174	159	181	154	155	189
Plumbing and heating equipment, supplies	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Lumber, construction materials, total	110	121	102	95	87	86	90	90	80	90	84	90	106
Lumber, millwork	110	121	101	95	84	86	91	90	80	92	84	87	102
Machinery, equipment, supplies, total	167	173	151	153	166	152	160	169	156	167	150	162	172
Construction machinery, equipment	272	273	218	203	266	254	272	272	268	266	245	274	289
Industrial machinery, equipment, supplies	137	145	128	136	141	125	132	145	131	145	121	128	141
Metals, metalwork (except scrap), total	112	116	99	92	143	130	142	147	131	138	115	123	139
Iron, steel, and products	123	124	107	98	155	138	156	158	142	146	119	134	151
NONDURABLE GOODS, TOTAL	91	93	83	83	93	84	87	88	81	90	83	85	86
TOTAL (excluding farm products, raw materials)	86	90	81	84	88	84	88	89	79	90	82	83	84
Groceries and related products, total	61	66	63	63	59	54	58	54	50	61	57	60	59
General-line groceries	69	79	79	75	73	67	72	67	62	74	72	72	72
Specialty-line groceries	85	83	75	80	76	72	81	80	69	80	74	77	75
Beer, wine, distilled alcoholic beverages, total	118	127	111	108	113	100	105	104	95	115	103	102	83
Beer	63	73	71	63	71	56	53	50	45	59	56	57	53
Wine, distilled spirits	162	172	143	146	149	139	156	166	146	162	138	131	100
Drugs, chemicals, allied products, total	126	133	121	123	129	123	125	132	122	124	110	122	130
Drugs, drug proprietaries, druggists' sundries	149	162	153	156	159	153	157	164	149	(S)	129	(S)	149
Paper, paper products, (excluding wallpaper), total	92	98	92	92	103	94	97	106	92	100	87	93	101
Paper	81	88	81	82	92	84	86	94	82	91	78	84	90

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

S Does not meet publication standards because of extreme variability or high nonresponse rate.
[1]Preliminary estimate. See page 12, Estimating Procedures.

Table 4. Estimated Monthly Sales, Inventories, and Stock-Sales Ratios of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Sales and inventories in millions of dollars. Stock-sales ratios in percent)

Kind of business	1974				1973								
	Jan.	Feb.	Mar.	Apr.[1]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Sales ADJUSTED for seasonal variations and trading day differences												
MERCHANT WHOLESALERS, TOTAL	34,896	36,091	37,515	37,696	29,621	29,675	29,528	30,443	30,692	30,646	31,918	33,101	33,910
TOTAL (excluding farm products, raw materials)	31,348	31,999	33,271	33,492	27,041	27,112	26,895	27,521	27,810	27,679	28,719	29,644	30,260
DURABLE GOODS, TOTAL	15,898	15,860	16,669	17,086	13,806	13,964	13,781	14,039	13,950	13,968	14,391	14,995	15,232
Motor vehicles, automotive equipment	2,915	2,777	2,974	3,086	2,621	2,609	2,574	2,588	2,466	2,511	2,526	2,701	2,748
Electrical goods	1,996	1,970	2,087	2,171	1,898	1,836	1,910	1,996	1,877	1,882	1,904	1,900	1,927
Furniture, home furnishings	633	611	602	624	564	558	570	548	556	554	585	602	597
Hardware, plumbing, heating equipment	1,466	1,451	1,497	1,523	1,276	1,294	1,285	1,301	1,310	1,316	1,352	1,342	1,459
Lumber, construction materials	1,573	1,535	1,596	1,594	1,685	1,608	1,580	1,527	1,525	1,505	1,453	1,521	1,574
Machinery, equipment, supplies	3,938	3,976	4,233	4,138	3,379	3,490	3,430	3,502	3,551	3,498	3,686	3,820	3,780
Metals, metalwork (except scrap)	2,049	2,172	2,295	2,358	1,545	1,589	1,477	1,566	1,623	1,683	1,809	1,857	1,909
Scrap, waste materials	1,073	1,098	1,097	1,287	604	695	685	731	751	761	824	1,001	1,024
NONDURABLE GOODS, TOTAL	18,998	20,231	20,846	20,610	15,815	15,711	15,747	16,404	16,742	16,678	17,527	18,106	18,678
TOTAL (excluding farm products, raw materials)	15,450	16,139	16,602	16,406	13,235	13,148	13,114	13,482	13,860	13,711	14,328	14,649	15,028
Groceries and related products	6,109	6,537	6,537	6,478	5,600	5,455	5,429	5,737	5,918	5,701	5,844	6,036	6,384
Beer, wine, distilled alcoholic beverages	1,458	1,399	1,394	1,464	1,317	1,319	1,294	1,301	1,272	1,273	1,356	1,332	1,379
Drugs, chemicals, allied products	1,154	1,237	1,338	1,336	1,026	1,058	1,086	1,096	1,108	1,143	1,192	1,200	1,155
Tobacco, tobacco products	649	655	650	657	588	585	586	594	584	598	623	623	622
Dry goods, apparel	1,284	1,285	1,286	1,299	1,139	1,140	1,128	1,115	1,185	1,199	1,227	1,208	1,223
Paper, paper products, excluding wallpaper	911	919	939	974	758	792	805	783	795	806	848	840	867
Farm products (raw materials)[2]	3,548	4,092	4,244	4,204	2,580	2,563	2,633	2,922	2,882	2,967	3,199	3,457	3,650
Other nondurable goods	3,885	4,107	4,458	4,198	2,807	2,799	2,786	2,856	2,998	2,991	3,238	3,410	3,398
	Inventories ADJUSTED for seasonal variations												
MERCHANT WHOLESALERS, TOTAL	37,826	38,501	39,347	39,581	33,574	33,986	34,148	34,653	34,964	35,266	35,379	36,265	36,926
TOTAL (excluding farm products, raw materials)	34,470	35,212	35,946	36,487	30,844	31,374	31,687	31,871	31,858	32,189	32,436	33,101	33,743
DURABLE GOODS, TOTAL	21,487	21,786	22,352	22,738	19,496	19,929	20,141	20,159	20,089	20,257	20,331	20,787	21,112
Motor vehicles, automotive equipment	4,231	4,321	4,612	4,843	3,786	3,989	3,915	3,885	3,877	4,041	4,045	4,073	4,028
Electrical goods	3,029	3,114	3,097	3,148	2,735	2,746	2,869	2,899	2,918	2,798	2,884	2,971	3,053
Furniture, home furnishings	1,004	1,006	989	1,022	882	884	872	912	928	945	917	952	932
Hardware, plumbing, heating equipment	2,315	2,304	2,350	2,415	2,096	2,116	2,154	2,153	2,180	2,186	2,205	2,228	2,304
Lumber, construction materials	1,497	1,505	1,518	1,534	1,419	1,464	1,488	1,444	1,400	1,404	1,389	1,433	1,469
Machinery, equipment, supplies	6,187	6,294	6,455	6,464	5,568	5,669	5,781	5,736	5,739	5,796	5,847	6,010	6,161
Metals, metalwork (except scrap)	2,312	2,283	2,357	2,291	2,206	2,245	2,205	2,255	2,187	2,234	2,173	2,237	2,282
NONDURABLE GOODS, TOTAL	16,339	16,715	16,995	16,843	14,078	14,057	14,007	14,494	14,875	15,009	15,048	15,478	15,814
TOTAL (excluding farm products, raw materials)	12,983	13,426	13,594	13,749	11,348	11,445	11,546	11,712	11,769	11,932	12,105	12,314	12,631
Groceries and related products	3,845	3,985	3,993	4,065	3,136	3,151	3,227	3,173	3,216	3,308	3,389	3,570	3,646
Beer, wine, distilled alcoholic beverages	1,441	1,494	1,511	1,500	1,380	1,380	1,407	1,379	1,363	1,350	1,365	1,403	1,449
Drugs, chemicals, allied products	1,477	1,524	1,600	1,691	1,323	1,332	1,343	1,386	1,416	1,367	1,407	1,437	1,448
Paper, paper products, excluding wallpaper	835	848	856	895	774	761	771	780	787	790	801	804	833
	Stock-sales ratios based on ADJUSTED data												
MERCHANT WHOLESALERS, TOTAL	108	107	105	105	113	115	116	114	114	115	111	110	109
TOTAL (excluding farm products, raw materials)	110	110	108	109	114	116	118	116	115	116	113	112	112
DURABLE GOODS, TOTAL	135	137	134	133	141	143	146	144	144	145	141	139	139
Motor vehicles, automotive equipment	145	156	155	157	144	153	152	150	157	161	160	151	147
Electrical goods	152	158	148	145	144	150	150	145	156	149	151	156	158
Furniture, home furnishings	159	165	164	164	156	158	153	166	167	170	157	158	156
Hardware, plumbing, heating equipment	158	159	157	159	164	164	168	165	166	166	163	166	158
Lumber, construction materials	95	98	95	96	84	91	94	95	92	93	96	94	93
Machinery, equipment, supplies	157	158	152	156	165	162	168	164	162	166	159	157	163
Metals, metalwork (except scrap)	113	105	103	97	143	141	149	144	135	133	120	120	120
NONDURABLE GOODS, TOTAL	86	83	82	82	89	89	89	88	89	90	86	85	85
TOTAL (excluding farm products, raw materials)	84	83	82	84	86	87	88	87	85	87	84	84	84
Groceries and related products	63	61	61	63	56	58	59	55	54	58	58	59	57
Beer, wine, distilled alcoholic beverages	99	107	108	102	105	105	109	106	107	106	101	105	105
Drugs, chemicals, allied products	128	123	120	127	129	126	124	126	128	120	118	120	125
Paper, paper products, excluding wallpaper	92	92	91	92	102	96	96	100	99	98	94	96	96

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

[1]Preliminary estimate. See page 12, Estimating Procedures.

[2]There are indications that the seasonal adjustment factors for this trade group may not reflect recent trends. The seasonally adjusted data for this trade group and also for the summary group totals, should, therefore, be used with caution.

Monthly Sales, Inventories, and Stock Sales Ratios of Merchant Wholesalers: 1968-1974
(Seasonally Adjusted)

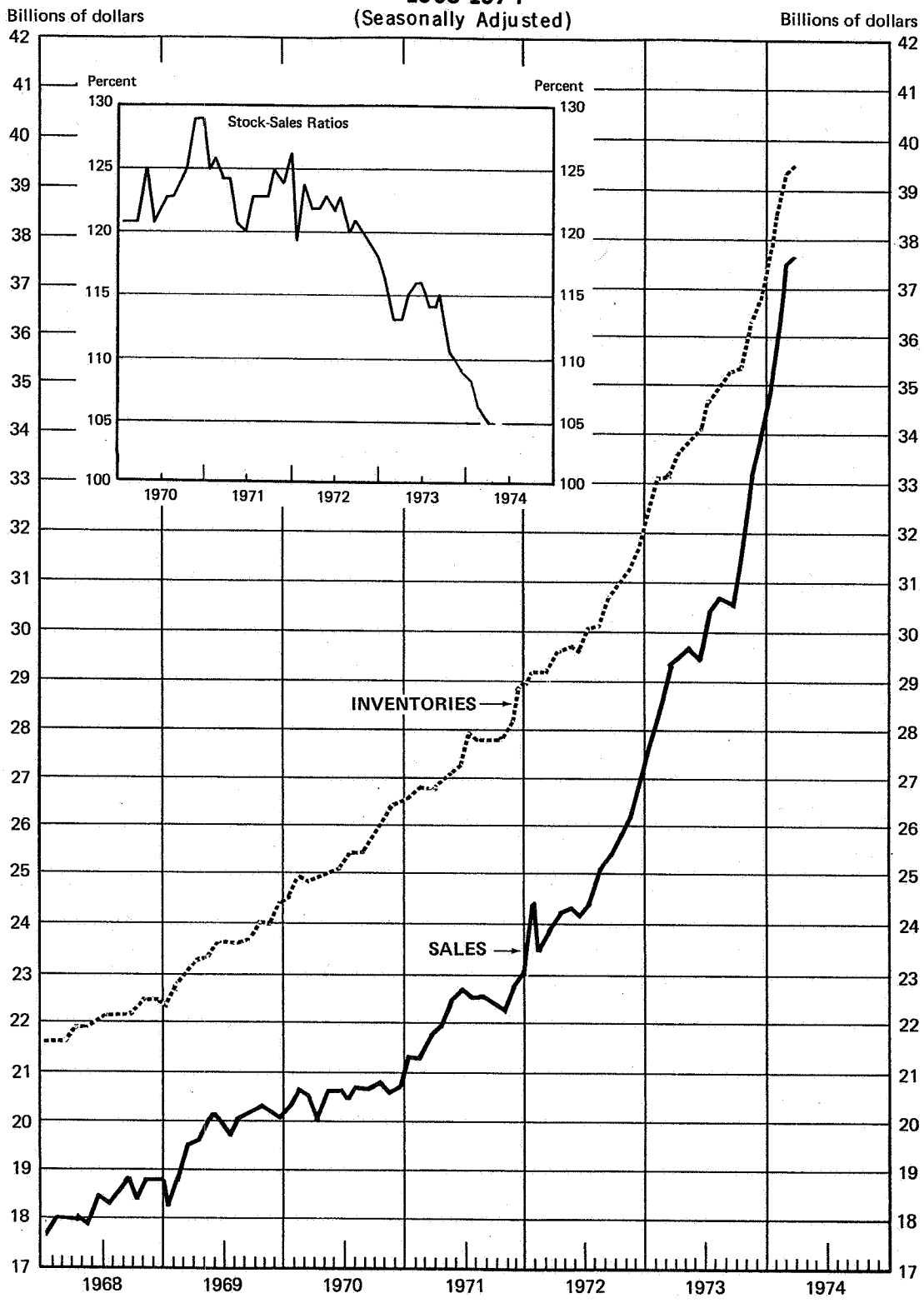


Table 5. Percent Changes in Sales and Inventories of Merchant Wholesalers, United States, by Kind of Business: April 1974

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	April 1974 from--		4 months 1974 from 4 months 1973	April 1974 from--		April 1974 from--		April 1974 from--	
	April 1973	March 1974		April 1973	March 1974	April 1973	March 1974	April 1973	March 1974
MERCHANT WHOLESALERS, TOTAL	+32	+1	+28	+18	0	+27	0	+18	+1
TOTAL (excluding farm products, raw materials)	+28	+2	+24	+18	+2	+24	+1	+18	+2
DURABLE GOODS, TOTAL	+28	+7	+23	+17	+2	+24	+2	+17	+2
Motor vehicles, automotive equipment, total	+21	+10	+16	+28	+4	+18	+4	+28	+5
Automobiles, other motor vehicles	+30	+10	+25	+37	+7	-	-	-	-
Automotive equipment, tires, tubes	+12	+11	+8	+22	+3	-	-	-	-
Automotive equipment	+11	+10	+6	+21	+3	-	-	-	-
Electrical goods, total	+18	+2	+14	+15	0	+14	+4	+15	+2
Electrical supplies, apparatus	+32	+13	+25	+22	+3	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+6	-7	+5	+10	0	-	-	-	-
Appliances, TV, radio sets	+4	-7	0	+12	-3	-	-	-	-
Furniture, home furnishings, total	+11	0	+6	+16	+2	+11	+4	+16	+3
Furniture-household, office	-3	-5	-4	+14	+2	-	-	-	-
Household furniture	-7	-3	-10	+15	+3	-	-	-	-
Office furniture	+2	-7	+1	+12	0	-	-	-	-
Home furnishings, floor coverings	+17	+1	+11	+17	+3	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+22	+8	+18	+15	+3	+19	+2	+15	+3
Hardware	+33	+7	+25	+18	+4	-	-	-	-
General-line hardware	+32	+6	+23	+21	+4	-	-	-	-
Plumbing and heating equipment, supplies	+19	+9	+14	+10	r+1	-	-	-	-
Air conditioning, refrigeration equipment, supplies	0	+5	+11	+26	+8	-	-	-	-
Lumber, construction materials, total	0	+10	-3	+9	+3	-5	0	+8	+1
Lumber, millwork	-5	+9	-6	+8	+3	-	-	-	-
Construction materials	+9	+14	+4	+12	+2	-	-	-	-
Machinery, equipment, supplies, total	+25	0	+23	+16	+2	+22	-2	+16	0
Commercial machines, equipment	+27	-7	+35	+22	+7	-	-	-	-
Construction machinery, equipment	+49	+8	+40	+14	0	-	-	-	-
Industrial machinery, equipment, supplies	+21	-4	+22	+17	+2	-	-	-	-
Professional equipment, supplies	+19	+1	+12	+17	+2	-	-	-	-
Surgical, medical, hospital supplies	+25	-2	+15	+16	+2	-	-	-	-
Service-establishment equipment, supplies	+17	+7	+11	+10	+4	-	-	-	-
Metals, metalwork (except scrap), total	+61	+9	+53	+4	+1	+53	+3	+4	-3
Iron, steel, and products	+60	+10	+51	+1	+1	-	-	-	-
Nonferrous metals	+64	+3	+61	+23	+2	-	-	-	-
Scrap, waste materials, total[2]	+119	+22	+97	+36	+7	+113	+17	+36	+9
Iron, steel scrap	+131	+23	+102	+35	+8	-	-	-	-
Waste materials	+97	+18	+89	+38	+6	-	-	-	-
Jewelry	+26	-3	+16	(S)	(S)	+30	+6	(S)	(S)
NONDURABLE GOODS, TOTAL	+35	-3	+33	+21	-3	+30	-1	+20	-1
TOTAL (excluding farm products, raw materials)	+28	-2	+25	+21	+1	+24	-1	+21	+1
Groceries and related products, total	+20	-1	+19	+30	0	+16	-1	+30	+2
General-line groceries	+22	+2	+20	+25	-3	-	-	-	-
Voluntary groups	+20	+3	+17	+24	-4	-	-	-	-
Retailer cooperatives	+18	-1	+20	+32	0	-	-	-	-
Nonaffiliated	+29	+4	+23	+23	-3	-	-	-	-
Specialty-line groceries	+34	-3	+29	+40	+3	-	-	-	-
Confectionery	+8	-3	+13	+15	+1	-	-	-	-
Meats, meat products	+9	-3	+9	+20	+1	-	-	-	-
Poultry, poultry products	+1	-6	+16	+36	-6	-	-	-	-
Fresh fruits, vegetables	+7	+4	+10	+27	-3	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+14	+4	+10	+9	+1	+11	+5	+9	-1
Beer	+14	+9	+9	+1	-3	-	-	-	-
Wine, distilled spirits	+14	0	+11	+12	+3	-	-	-	-
Drugs, chemicals, allied products, total	+33	+3	+25	+28	+4	+30	0	+28	+6
Drugs, drug proprietaries, druggists' sundries	+31	+2	+22	+29	+4	-	-	-	-
General-line drugs	+22	+2	+12	+20	+3	-	-	-	-
Paints, varnishes	+26	+8	+22	+16	+1	-	-	-	-
Other chemicals, allied products	+37	+4	+29	+27	+5	-	-	-	-
Tobacco, tobacco products	+16	+5	+11	+12	+2	+12	+1	+13	+2
Dry goods, apparel, total	+15	-7	+12	(S)	(S)	+14	+1	(S)	(S)
Apparel and accessories, hosiery, lingerie, footwear	+8	-11	+10	(S)	(S)	-	-	-	-
Dry goods, notions	+23	-5	+19	(S)	(S)	-	-	-	-
Piece goods converters	+14	+1	+6	(S)	(S)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+30	+4	+24	+17	+5	+28	+4	+16	+5
Paper	+30	+4	+26	+16	+6	-	-	-	-
Stationery, office supplies	+30	+4	+17	+18	+3	-	-	-	-
Farm products (raw materials), total[2]	+74	-8	+74	+17	-18	+63	-1	+13	-9
Cotton	+48	-8	+56	+33	-11	-	-	-	-
Grain	+85	-8	+88	+14	+24	-	-	-	-
Other nondurable goods, total	+53	-8	+52	+21	-1	+50	-6	+22	-1
Amusement, sporting goods	+19	+5	+15	+12	+3	-	-	-	-
Books, magazines, newspapers	+14	-2	+10	+3	+4	-	-	-	-
Coal	+203	+20	+142	(S)	(S)	-	-	-	-
Farm supplies	+20	-13	+34	+20	-4	-	-	-	-

S Does not meet publication standards because of extreme variability or high nonresponse rate.

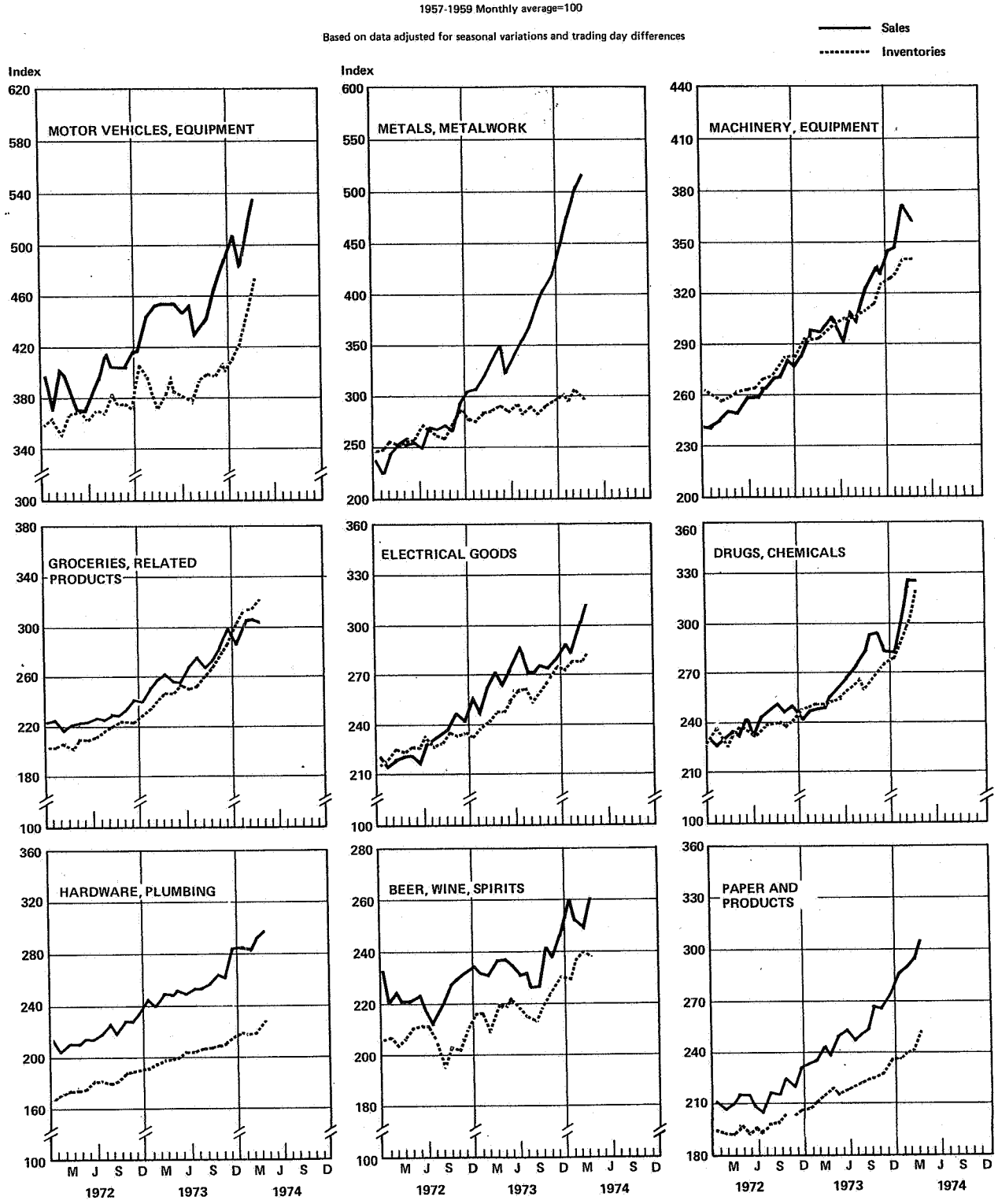
[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind-of-business groups shown. [2]There are indications that the seasonal adjustment factors for this trade group may not reflect recent trends. The seasonally adjusted data for this trade group and also for the summary group totals should, therefore, be used with caution.

r Revised

Sales and Inventories of Merchant Wholesalers in Selected Kinds of Business: 1972, 1973 and 1974

1957-1959 Monthly average=100

Based on data adjusted for seasonal variations and trading day differences



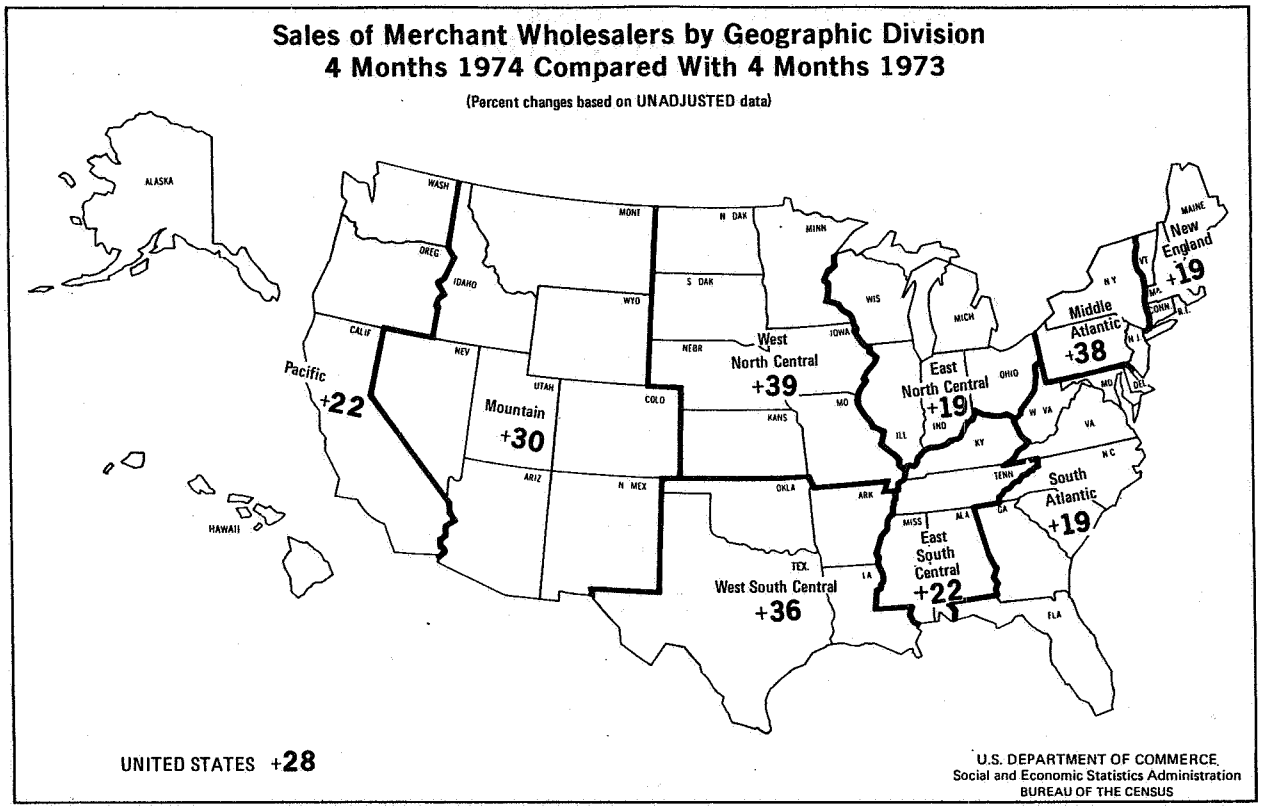


Table 6. Estimated Monthly Sales of Merchant Wholesalers and Sampling Errors, Geographic Division: 1973 and 1974

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business and geographic division	1974				1973									Total 4 months		Sampling error of the estimate	
	Jan.	Feb.	Mar.	Apr.[1]	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1974	1973	Range	Median
MERCHANT WHOLESALERS, TOTAL	33,694	32,730	37,586	37,996	28,859	31,232	30,104	29,892	32,391	29,849	34,067	33,895	32,834	142,008	110,600	0.8-0.9	0.8
New England	1,458	1,323	1,509	1,553	1,319	1,372	1,356	1,363	1,527	1,347	1,466	1,480	1,432	5,843	4,920	3-4	4
Middle Atlantic	9,381	9,334	11,109	11,127	7,559	8,215	7,936	7,801	8,485	8,002	9,070	9,432	9,158	40,951	29,658	1-2	2
East North Central	5,700	5,328	6,142	6,352	5,162	5,574	5,296	5,367	5,831	5,330	5,969	5,830	5,612	23,523	19,707	2-2	2
West North Central	3,070	2,994	3,484	3,410	2,438	2,699	2,625	2,714	3,002	2,806	3,142	3,056	2,927	12,958	9,331	2-3	2
South Atlantic	3,400	3,271	3,685	3,703	3,094	3,236	3,231	3,174	3,284	2,914	3,534	3,516	3,399	14,059	11,766	2-3	3
East South Central	1,832	1,751	1,955	1,963	1,558	1,725	1,583	1,675	1,707	1,666	1,952	1,917	1,700	7,501	6,145	4-6	5
West South Central	2,997	3,088	3,408	3,416	2,518	2,805	2,709	2,613	2,895	2,568	2,999	2,886	2,972	12,909	9,464	2-5	3
Mountain	1,141	1,065	1,164	1,225	937	978	974	1,007	1,095	988	1,116	1,088	1,125	4,596	3,541	3-5	4
Pacific	4,715	4,574	5,132	5,248	4,274	4,629	4,394	4,177	4,563	4,228	4,819	4,688	4,508	19,669	16,067	2-4	3
DURABLE GOODS, TOTAL	14,682	14,103	16,628	17,731	13,841	14,828	14,567	14,073	14,958	13,739	15,463	14,971	13,894	63,146	51,228	1.3-1.6	1.5
New England	661	608	723	754	645	675	673	636	694	640	720	730	665	2,745	2,319	4-6	5
Middle Atlantic	3,442	3,281	4,052	4,355	3,110	3,434	3,329	3,238	3,363	3,072	3,529	3,550	3,160	15,131	11,798	2-4	3
East North Central	2,829	2,613	3,088	3,354	2,571	2,713	2,624	2,669	2,870	2,657	2,991	2,865	2,650	11,884	9,620	2-5	3
West North Central	959	967	1,154	1,220	865	942	939	947	987	989	1,045	993	885	4,301	3,227	4-7	5
South Atlantic	1,652	1,567	1,806	1,879	1,709	1,750	1,745	1,646	1,767	1,588	1,790	1,758	1,616	6,904	6,148	3-6	4
East South Central	662	666	754	784	669	729	734	684	730	714	759	675	628	2,866	2,456	5-7	6
West South Central	1,484	1,483	1,698	1,793	1,368	1,494	1,499	1,452	1,520	1,343	1,528	1,426	1,421	6,457	5,030	2-5	3
Mountain	519	519	622	658	500	520	544	560	589	516	569	561	549	2,319	1,858	5-8	5
Pacific	2,476	2,399	2,730	2,935	2,404	2,570	2,480	2,240	2,438	2,220	2,530	2,415	2,318	10,540	8,773	3-6	4
NONDURABLE GOODS, TOTAL	19,012	18,627	20,958	20,265	15,018	16,404	15,537	15,819	17,433	16,110	18,604	18,924	18,940	78,862	59,372	1.2-1.5	1.2
New England	797	715	786	799	673	697	683	727	832	707	746	750	767	3,098	2,601	6-8	6
Middle Atlantic	5,939	6,052	7,057	6,772	4,450	4,781	4,607	4,562	5,123	4,930	5,541	5,883	5,998	25,820	17,859	2-2	2
East North Central	2,871	2,715	3,054	2,999	2,591	2,861	2,672	2,698	2,961	2,674	2,978	2,965	2,962	11,639	10,087	2-4	3
West North Central	2,111	2,027	2,329	2,190	1,573	1,757	1,686	1,767	2,015	1,817	2,097	2,064	2,042	8,657	6,104	3-5	3
South Atlantic	1,748	1,704	1,878	1,824	1,385	1,486	1,486	1,528	1,516	1,326	1,744	1,758	1,783	7,155	5,619	3-5	4
East South Central	1,170	1,085	1,200	1,179	889	995	849	991	977	952	1,193	1,243	1,072	4,635	3,690	4-6	5
West South Central	1,513	1,605	1,711	1,623	1,150	1,310	1,210	1,161	1,375	1,225	1,471	1,461	1,550	6,452	4,435	4-6	4
Mountain	622	547	542	567	437	457	430	448	506	472	947	527	576	2,277	1,684	3-6	5
Pacific	2,239	2,175	2,402	2,313	1,870	2,059	1,914	1,937	2,126	2,008	2,288	2,274	2,190	9,130	7,294	2-5	4

Note: Detail may not add to totals due to rounding and minor revisions.

[1] Preliminary estimate. See page 12, Estimating Procedures.

Table 7. Percent Changes in Sales and Inventories of Merchant Wholesalers, and Sampling Errors, by Geographic Divisions for Selected Kinds of Business: April 1974

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in-- Sales: April 1974 from-- April 1973 (A)	Sales: April 1974 from-- March 1974 (B)	Sales: 4 months 1974 from 4 months 1973 (C)	Inventories: April 1974 from-- April 1973 (D)	Inventories: April 1974 from-- March 1974 (E)	Sampling errors of the ratio corresponding to the percent change in columns--[2] A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+32	+1	+28	+18	0	0.9	0.4	0.8	0.8	0.2
New England	+18	+3	+19	+16	+2	4.4	1.5	3.1	3.6	0.4
Middle Atlantic	+47	0	+38	+20	+2	1.4	0.8	3.3	1.5	0.6
East North Central	+23	+3	+19	+19	0	2.1	1.1	1.6	1.5	0.6
West North Central	+40	-2	+39	+15	-3	3.2	1.6	2.7	3.1	0.8
South Atlantic	+20	0	+19	+22	+1	2.2	1.0	3.2	1.7	0.7
East South Central	+26	0	+22	+11	-1	3.4	1.6	2.7	2.2	0.7
West South Central	+36	0	+36	+15	-4	2.3	1.2	3.4	2.7	0.6
Mountain	+31	+5	+30	+21	+2	4.4	2.6	7.0	4.6	1.0
Pacific	+23	+2	+22	+18	+1	3.6	1.5	2.8	3.3	0.8
Durable goods, total	+28	+7	+23	+17	+2	1.4	0.7	1.0	1.0	0.3
New England	+17	+4	+18	+17	+2	7.7	2.7	4.1	3.7	0.9
Middle Atlantic	+40	+7	+28	+13	+3	2.7	1.3	2.8	1.9	0.8
East North Central	+30	+8	+24	+20	0	3.1	1.6	2.3	1.9	0.9
West North Central	+41	+6	+33	+19	+2	3.9	2.5	2.8	3.5	0.7
South Atlantic	+10	+4	+12	+18	+3	3.1	1.6	4.1	2.5	0.8
East South Central	+17	+4	+17	+15	0	4.4	2.5	5.0	3.5	0.8
West South Central	+31	+6	+28	+10	0	3.4	1.4	4.3	3.4	0.7
Mountain	+32	+6	+25	+20	+3	6.8	4.4	5.9	5.8	1.2
Pacific	+22	+7	+20	+14	0	6.7	2.0	3.7	3.1	1.5
Nondurable goods, total	+35	-3	+33	+21	-3	1.3	0.6	1.2	1.3	0.3
New England	+19	+2	+19	+11	0	5.0	1.9	6.3	6.5	1.6
Middle Atlantic	+52	-4	+44	+26	-1	1.7	1.1	4.7	3.6	0.6
East North Central	+16	-2	+15	+16	-4	2.6	1.4	2.5	2.4	0.6
West North Central	+39	-6	+42	+9	-10	3.9	1.7	3.9	5.4	1.3
South Atlantic	+32	-3	+27	+27	-5	2.7	1.4	2.9	2.3	0.8
East South Central	+33	-2	+26	+5	-4	4.0	1.5	3.7	2.6	0.9
West South Central	+41	-5	+45	+20	-12	3.2	1.8	5.3	3.5	1.0
Mountain	+30	+5	+35	+20	-3	5.0	1.9	11.5	6.7	1.9
Pacific	+24	-4	+25	+24	-1	3.2	1.4	3.6	5.1	1.6
Automotive equipment, tires, tubes	+12	+11	+8	+22	+3	3	2	3	3	1
New England	(S)	+17	(S)	(S)	0	-	4	-	-	1
Middle Atlantic	(S)	(S)	-8	+3	+5	9	5	5	8	1
East North Central	+26	+13	+18	+23	+2	8	3	7	7	1
West North Central	+48	+19	+27	+37	+3	9	4	7	9	2
South Atlantic	+4	0	+4	+31	+1	8	3	6	6	3
East South Central	(S)	+14	+20	+14	-2	-	4	8	9	3
West South Central	+6	+6	+8	+11	-1	9	4	7	8	1
Mountain	(S)	+17	(S)	(S)	+3	-	6	-	-	2
Pacific	+8	+10	-5	+24	+2	9	3	5	9	2
Electrical supplies, apparatus	+32	+13	+25	+22	+3	3	1	3	2	1
New England	(S)	+19	+12	(S)	-3	-	3	7	-	1
Middle Atlantic	+35	+12	+19	+10	+1	7	4	4	6	1
East North Central	+29	+12	+25	+18	+2	6	2	5	6	1
West North Central	(S)	+24	+28	+28	+6	-	3	6	7	1
South Atlantic	+17	+11	+14	+21	-1	7	3	5	5	1
East South Central	(S)	+6	+28	(S)	+1	-	4	8	-	2
West South Central	+32	+9	+38	+25	0	8	3	6	8	1
Mountain	(S)	+5	(S)	(S)	+22	-	2	-	-	1
Pacific	+32	+18	+23	+26	+1	7	3	3	6	1
Electrical appliances, TV, radio sets, electronic parts equipment	+6	-7	+5	+10	0	3	2	2	3	1
New England	(S)	-1	(S)	(S)	-10	-	5	-	-	3
Middle Atlantic	+7	-5	+5	0	-7	7	5	4	8	2
East North Central	+11	-8	+9	+15	-1	8	4	5	7	2
West North Central	(S)	-11	+10	(S)	-4	-	5	5	-	2
South Atlantic	+16	0	-1	+18	-2	8	3	7	7	2
West South Central	-4	-13	-1	-4	-1	7	2	6	9	2
Mountain	(S)	-14	(S)	(S)	+3	-	3	-	-	3
Pacific	(S)	-12	0	(S)	+1	-	3	7	-	3
Furniture, home furnishings, total	+11	0	+6	+16	+2	6	2	2	7	1
New England	(S)	0	(S)	(S)	+1	-	5	-	-	4
Middle Atlantic	+18	-3	+10	+21	+3	7	4	5	6	2
East North Central	(S)	+3	+3	(S)	+1	-	5	8	-	4
South Atlantic	(S)	+4	+21	(S)	(S)	-	5	8	-	4
East South Central	(S)	-3	-17	(S)	-11	-	5	7	-	3
West South Central	-10	+3	(S)	(S)	0	9	6	-	-	2
Mountain	(S)	-8	(S)	(S)	(S)	-	6	-	-	4
Pacific	+7	-3	+7	+12	+2	9	4	7	7	2
Hardware	+33	+7	+25	+18	+4	2	1	2	1	1
New England	(S)	+12	(S)	(S)	+3	-	6	-	-	2
Middle Atlantic	+47	+16	+28	+20	+4	7	4	7	7	1
East North Central	+30	0	+25	+29	+5	5	3	4	5	1
West North Central	+32	-1	+25	+11	+4	5	3	4	6	1
South Atlantic	+16	+6	+14	+15	+2	8	3	5	9	2
East South Central	+31	+8	+21	+23	+2	6	4	5	6	1
West South Central	(S)	+21	+40	+11	+4	-	3	6	7	1
Mountain	(S)	-2	(S)	(S)	+1	-	4	-	-	2
Pacific	+41	+7	+28	+10	+2	8	2	6	6	1
Plumbing and heating equipment, supplies	+19	+9	+14	+10	+1	4	2	5	2	1
New England	(S)	-1	(S)	(S)	0	-	4	-	-	2
Middle Atlantic	-5	+2	+6	-14	-4	7	4	6	8	1
East North Central	+29	+6	+15	+29	0	7	5	6	5	2

See footnotes at end of table.

Table 7. Percent Changes in Sales and Inventories of Merchant Wholesalers, and Sampling Errors, by Geographic Divisions for Selected Kinds of Business: April 1974—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in-- Sales: April 1974 from-- April 1973 (A)	Sales: April 1974 from-- March 1974 (B)	Sales: 4 months 1974 from 4 months 1973 (C)	Inventories: April 1974 from-- April 1973 (D)	Inventories: April 1974 from-- March 1974 (E)	Sampling errors of the ratio corresponding to the percent change in columns--[2] A	B	C	D	E
Plumbing and heating equipment, supplies--Continued										
West North Central	(S)	+10	+30	+19	+2	-	3	4	8	2
South Atlantic	(S)	+10	-2	0	+2	-	5	7	8	2
East South Central	(S)	+9	(S)	(S)	+2	-	6	-	-	2
West South Central	(S)	+13	(S)	+27	-2	-	6	-	9	3
Pacific	+32	+18	(S)	+15	0	9	4	-	7	2
Lumber, construction materials, total	0	+10	-3	+9	+3	3	2	4	3	1
New England	(S)	+5	(S)	(S)	+1	-	4	-	-	4
Middle Atlantic	+19	+14	+9	+15	+4	8	4	8	7	2
East North Central	+4	+19	-4	+9	+4	8	3	6	6	2
West North Central	+17	+10	+10	+40	+4	9	5	9	8	2
South Atlantic	-10	+12	-3	(S)	0	9	3	6	-	3
East South Central	(S)	+11	(S)	(S)	+4	-	5	-	-	2
West South Central	(S)	+10	(S)	(S)	-2	-	4	-	-	2
Pacific	-10	+4	-5	(S)	-4	7	5	6	-	4
Industrial machinery, equipment supplies distribution	+21	-4	+22	+17	+2	4	3	2	4	1
Middle Atlantic	(S)	+8	+16	+7	+3	-	5	8	7	3
East North Central	(S)	-3	+16	+19	-2	-	5	6	8	2
South Atlantic	(S)	-22	+6	+26	+6	-	5	7	8	2
West South Central	(S)	+4	+40	+13	+1	-	5	8	7	2
Pacific	+16	-10	+28	+18	-1	9	6	3	6	2
General-line grocery wholesalers	+22	+2	+20	+25	-3	1	1	2	2	1
New England	(S)	+6	+24	(S)	-13	-	3	7	-	2
Middle Atlantic	+34	+5	+23	+30	-8	5	1	3	7	2
East North Central	+14	0	+16	+14	-5	4	1	4	4	1
West North Central	+23	+3	+20	+30	-2	4	1	3	5	1
South Atlantic	+40	+5	+27	(S)	(S)	8	2	6	7	2
East South Central	+22	+1	+18	+26	0	7	2	9	9	1
West South Central	+22	+2	+21	+20	-6	6	2	3	7	1
Mountain	-13	-1	(S)	+16	-4	5	2	-	6	1
Pacific	+18	-1	+25	(S)	(S)	5	1	2	5	1
Specialty-line grocery wholesalers	+34	-3	+29	+40	+3	4	2	1	4	1
Middle Atlantic	+50	-12	+46	+38	+3	5	2	2	5	3
East North Central	+8	-1	+9	(S)	0	8	3	8	-	4
West North Central	(S)	+9	+31	+22	-2	-	2	4	9	1
South Atlantic	+44	+6	+22	+55	+2	8	3	7	8	2
East South Central	(S)	+6	+13	(S)	+4	-	6	7	-	4
West South Central	(S)	+6	(S)	(S)	-2	-	6	-	-	3
Mountain	(S)	+2	(S)	(S)	0	-	5	-	-	4
Pacific	(S)	0	+28	(S)	+8	-	7	8	-	3
Fresh fruit, vegetable wholesalers	+7	+4	+10	+27	-3	3	2	3	4	1
New England	(S)	+12	+14	(S)	(S)	-	6	8	-	-
Middle Atlantic	-4	+11	-4	(S)	-14	8	4	8	-	4
East North Central	+12	+7	+8	+18	-6	8	3	4	7	3
West North Central	(S)	-8	+11	+41	+6	-	3	8	8	3
South Atlantic	+6	+3	+2	+24	-2	8	4	6	9	3
East South Central	(S)	0	(S)	(S)	-2	-	5	-	-	5
West South Central	(S)	+3	+17	(S)	-6	-	3	4	-	3
Mountain	(S)	+6	(S)	(S)	0	-	3	-	-	3
Pacific	+6	-4	(S)	(S)	-1	8	4	-	-	4
Drug wholesalers (general and specialty lines)	+31	+2	+22	+29	+4	3	2	4	3	1
New England	+32	-17	(S)	(S)	+2	9	3	-	-	2
Middle Atlantic	+38	0	(S)	(S)	+4	8	5	-	-	2
East North Central	+33	+4	+22	+39	+9	6	2	9	6	2
West North Central	+25	+9	+13	+19	0	8	4	5	9	2
South Atlantic	+45	-1	(S)	+6	-1	6	4	-	8	2
East South Central	(S)	-1	+11	(S)	+2	-	3	4	-	3
West South Central	+17	+8	+6	+13	0	6	2	4	7	1
Mountain	(S)	+2	(S)	(S)	-5	-	2	-	-	3
Pacific	+24	+7	(S)	+11	0	8	4	-	9	2
Tobacco distributors	+16	+5	+11	+12	+2	2	1	2	3	1
New England	(S)	+9	+11	(S)	(S)	-	2	8	-	2
Middle Atlantic	+18	+1	+15	+5	+1	5	2	5	7	1
East North Central	+11	+6	+8	+12	+1	7	2	3	6	2
West North Central	+12	+7	+8	(S)	+5	9	2	7	-	1
South Atlantic	-1	+3	-4	+5	-1	6	2	5	7	1
East South Central	+45	+5	+31	(S)	(S)	8	2	6	9	3
West South Central	+18	+6	+12	+7	-6	9	1	4	9	1
Mountain	(S)	+1	+41	(S)	-1	-	3	9	-	1
Pacific	+22	+8	+16	+15	+4	7	1	3	9	3
Dry goods, apparel wholesalers	+15	-7	+12	(S)	(S)	5	2	3	8	1
Middle Atlantic	+11	-7	+7	(S)	(S)	6	2	4	7	1
East North Central	(S)	-6	+1	(S)	(S)	-	6	9	9	2
East South Central	+34	+3	(S)	(S)	(S)	3	5	-	-	2
West South Central	(S)	(S)	(S)	(S)	(S)	-	-	-	-	2

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trends for the kinds of business rather than the geographic division trends.

S Does not meet publication standards because of extreme variability or high nonresponse rate.

[1]See map page 8.

[2]The sampling errors (in percent) shown in the above table columns A, B, D, and E are based on medians of measurements on data for March, June, September and December 1971 and March 1972. Column C shows the sampling errors for cumulative sales trends for March 1974. For use of these sampling errors, see Use of Sampling Errors page 13.

Description of Sample, Estimating Procedures, and Reliability of the Data

1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Office of Management and Budget, Executive Office of the President, as "establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, farm, or professional business users; or to other wholesalers; or acting as agents or brokers in buying merchandise for or selling merchandise to such persons or companies. The principal types of establishments included are: (1) merchant wholesalers--wholesalers who take title to the goods they sell such as wholesale merchants or jobbers, industrial distributors, voluntary group wholesalers, exporters, importers, cash-and-carry wholesalers, drop shippers, wagon distributors, retailer cooperative warehouses, terminal elevators, and cooperative buying associations; (2) sales branches and sales offices (but not retail stores) maintained by manufacturing or mining enterprises apart from their plants or mines for the purpose of marketing their products; (3) agents, merchandise or commodity brokers, and commission merchants; (4) petroleum bulk stations; and (5) assemblers, buyers, and associations engaged in the cooperative marketing of farm products."

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers' sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 17 through 20.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample, introduced in February 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms, depending upon the total number of firms in the trade and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. Approximate measures of the differences in level between the two series, based on the January 1966 survey are available upon request. The differences between results of the old and new samples are attributable, in part, to sampling error in the monthly estimates (see item 7) and, in part, to changes in the kind-of-business classification of individual firms from one census year to another.

To meet the needs of users for long range comparative data, the Bureau of the Census, together with the Bureau of Economic Analysis, has adjusted to old series data from 1959 to 1965 for major kind-of-business groups on the basis of relationships established between new and old sample data for the first 6 months of 1965. These data are available in a Supplement to the Monthly Wholesale Trade Report, issued January 13, 1967.

4. Currently Published Data

Sales.--Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes and Federal excise taxes are included.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 44 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Inventories.--Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include items not held for sales, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trends are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Statistical Indicators Division, Bureau of Economic Analysis. Table 8 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business 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, basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census will, on request, release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, 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.

6. Estimating Procedures

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For all firms reporting, data are available for two consecutive months--the current month and the previous month. For those firms that do not respond in time for tabulation, estimates, based on previously reported data, are prepared. The sales and inventory figures, reported or estimated, for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the current month and previous month unbiased estimates used in preparing the composite estimates described below:

The preliminary composite estimate for the current month is a weighted average of two estimates: (a) the current month unbiased estimate (weight .3) and (b) a ratio estimate (weight .7) obtained by multiplying the preliminary composite estimate for the previous month by the current to previous month ratio obtained from the current month reports.

The final composite estimate (available a month later) is also a weighted average of two estimates: (a) the preliminary composite estimate for a given month (weight .72) and (b) the unbiased estimate (weight .28)

for the same month as obtained from the next month's reporting panel.

The preliminary composite estimates provide a measure of the dollar volume estimates of sales and inventories considerably more reliable than the unbiased estimates and the final composite estimates are generally more reliable than the preliminary composite estimates. Because of the occurrence of relativity large differences between preliminary and final inventory composite estimates, preliminary inventory dollar volume estimates are modified prior to publication on the basis of past relationships between preliminary and final estimates.

7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the composite sales estimates for any individual month is about 0.8 percent at the one-sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The median sampling error of the inventory estimates for all trades combined is 0.9 percent.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month sales and inventories. Table 9 presents the range of the sampling errors and their medians; however, the sampling errors for individual months are available upon request. The sampling errors shown for the monthly dollar estimates are based on the final composite estimates, while the sampling errors of the month-to-month ratios are based on the preliminary composite estimates of the current month and the final composite estimates of the previous month and the year-ago month. The sampling errors of the preliminary composite estimates are not shown, but would generally be slightly higher than those shown for the final composite estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 9. Sampling errors of the sales and inventory data by geographic division are included in tables 6 and 7.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, estimates are included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimates. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. At the national level, about 10 percent of total sales and 23 percent of total inventories are currently imputed for nonresponse. In some geographic divisions the nonresponse may be higher. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standard of reliability.

8. Use of Sampling Errors

The use of sampling errors shown in table 9 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimates made for all durable goods in June 1973. The published estimate is $14,567 million while the median sampling error shown in this report is 2.4 percent or .024. Multiplying $14,567 million by .024 we obtain $350 million. Thus the chances are two out of three that the "expected value" of the estimate is between $14,217 and $14,917 million. Doubling the given median sampling error gives us limits $13,868 to $15,266 million, which will contain the "expected value" 19 out of 20 times.

As an example in the use of these median sampling error data with ratios, consider the ratio of change from July 1973 to August 1973 for durable goods sales. This ratio of change, obtained by dividing $14,958 million by $14,073 million is 1.0628 (it can also be expressed as a 6.3 percent increase). The median sampling error of this ratio is 0.7 percent (.007). Multiplying 1.0628 by .007, we obtain .0074 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.0554 to 1.0702 (that is to say, that the July to August change was between a 5.5 and a 7.0 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.0480 to 1.0776.

Table 8. Seasonal Adjustment Factors for Sales and Inventories of Merchant Wholesalers: January 1973-December 1974

Kind of business	1973											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales											
MERCHANT WHOLESALERS, TOTAL	95.0	89.9	101.8	97.0	104.6	102.2	98.4	106.5	97.8	107.3	102.2	96.1
TOTAL (excluding farm products, raw materials)	94.1	89.2	101.6	98.4	104.9	103.2	98.6	107.0	98.2	107.2	101.3	95.1
DURABLE GOODS, TOTAL	91.4	89.1	100.8	100.3	106.1	105.4	100.0	107.3	98.5	107.5	100.7	91.3
Motor vehicles, automotive equipment	94.0	90.1	101.2	103.4	109.3	107.5	103.6	105.9	94.2	105.3	97.7	87.7
Electrical goods	91.4	89.7	99.0	92.4	96.1	102.2	100.0	106.6	100.9	111.8	108.4	100.4
Furniture, home furnishings	84.8	85.8	103.4	98.7	102.5	100.8	98.4	110.5	101.5	113.7	106.8	91.5
Hardware, plumbing, heating equipment	87.6	87.9	97.9	99.4	106.3	107.7	103.2	110.1	99.9	109.1	102.0	87.3
Lumber, construction materials	82.1	81.9	96.3	99.4	109.4	109.4	105.3	115.1	102.6	112.2	101.1	85.7
Machinery, equipment, supplies	93.0	90.6	102.3	101.3	107.4	106.4	98.5	105.1	98.8	104.7	96.9	94.1
Metals, metalwork (except scrap)	100.1	88.9	103.4	101.8	107.9	104.3	99.0	107.8	96.3	102.5	96.5	88.3
Scrap, waste materials	96.7	94.3	106.0	109.3	112.0	105.5	95.3	101.3	91.8	107.3	91.8	86.7
Jewelry	80.5	85.2	100.0	94.6	92.9	91.8	75.1	100.0	107.8	121.7	123.3	116.6
NONDURABLE GOODS, TOTAL	97.4	91.0	102.2	95.4	104.2	99.5	96.9	105.1	97.0	106.4	103.7	100.2
TOTAL (excluding farm products, raw materials)	93.7	91.7	102.9	98.7	100.3	101.8	97.6	102.7	101.9	102.1	102.2	101.4
Groceries and related products	101.0	89.8	101.6	95.0	106.6	100.8	100.3	105.3	96.4	103.8	101.3	97.0
Beer, wine, distilled alcoholic beverage	80.1	80.5	96.7	90.9	108.0	107.6	99.6	108.8	95.9	106.1	108.1	117.2
Drugs, chemicals, allied products	101.3	92.7	102.4	99.8	101.8	98.4	96.1	105.1	96.6	109.1	100.2	96.1
Tobacco, tobacco products	95.4	87.2	98.3	94.4	108.3	103.3	101.6	108.5	98.0	102.6	100.4	101.5
Dry goods, apparel	97.1	96.1	102.2	92.9	93.9	98.1	94.4	115.7	104.0	111.9	105.1	87.3
Paper, paper products, excluding wallpaper	98.8	92.1	101.5	98.4	103.8	99.4	95.5	107.6	97.9	106.6	101.7	94.8
Farm products (raw materials)[1]	107.8	92.0	106.1	88.5	105.6	91.8	89.9	95.3	90.2	108.7	113.9	111.4
Other nondurable goods	91.8	94.9	106.6	101.0	102.0	96.0	94.0	101.6	100.0	105.2	102.1	101.1
	Seasonal adjustment factors for inventories											
MERCHANT WHOLESALERS, TOTAL	100.5	100.2	100.3	100.2	99.7	99.6	99.3	98.9	99.0	100.6	101.1	100.3
TOTAL (excluding farm products, raw materials)	98.8	99.0	99.7	100.4	100.5	100.8	100.6	100.1	100.1	100.6	100.2	98.9
DURABLE GOODS, TOTAL	98.8	99.3	100.0	101.2	100.7	101.0	100.9	100.6	99.6	99.6	99.2	99.1
Motor vehicles, automotive equipment	99.6	100.9	102.8	101.7	100.1	99.6	101.0	97.4	97.9	98.3	99.9	101.8
Electrical goods	98.5	97.7	99.4	98.1	100.8	101.2	100.3	99.4	102.0	103.4	101.5	97.6
Furniture, home furnishings	94.9	97.0	100.8	100.1	100.0	102.7	103.0	103.0	99.3	101.8	99.5	98.0
Hardware, plumbing, heating equipment	99.2	101.1	102.0	102.3	103.0	102.3	101.5	99.3	98.1	98.7	96.9	95.6
Lumber, construction materials	97.8	100.1	101.5	102.6	103.2	104.2	100.4	100.1	99.4	98.1	96.3	97.5
Machinery, equipment, supplies	98.1	98.5	99.3	101.8	100.7	100.9	101.8	101.6	99.7	99.1	99.6	99.1
Metals, metalwork (except scrap)	100.2	96.9	97.7	101.7	99.2	99.3	100.8	104.9	99.8	98.2	98.4	102.5
Scrap, waste materials	98.2	99.1	101.8	100.3	97.8	98.2	99.0	98.2	99.2	102.1	101.6	103.9
Jewelry	97.5	98.9	97.2	95.8	96.2	100.9	100.3	102.6	104.7	108.8	102.0	95.8
NONDURABLE GOODS, TOTAL	103.0	101.5	100.7	99.3	98.3	97.3	96.2	96.3	98.2	102.6	103.5	102.9
TOTAL (excluding farm products, raw materials)	99.1	98.2	98.8	99.1	100.2	100.6	99.7	99.3	101.3	102.8	101.8	99.1
Groceries and related products	100.4	99.2	101.7	99.6	99.5	98.2	98.9	97.7	100.6	101.8	102.0	100.4
Beer, wine, distilled alcoholic beverage	96.6	95.4	96.5	98.4	103.2	104.3	98.1	96.5	103.8	108.7	104.4	93.0
Drugs, chemicals, allied products	98.0	98.8	100.3	99.5	99.3	99.4	100.2	100.0	100.4	101.9	102.0	99.7
Tobacco, tobacco products	100.4	96.9	98.1	98.9	101.7	98.9	98.7	100.7	102.9	102.1	103.5	96.4
Dry goods, apparel	100.2	99.5	97.7	96.8	100.9	103.6	101.8	100.8	101.3	101.7	98.3	96.6
Paper, paper products, excluding wallpaper	99.6	98.6	99.9	99.5	101.3	101.2	101.8	99.9	100.4	98.6	99.3	99.4
Farm products (raw materials)[1]	127.0	119.5	109.6	97.6	87.2	80.1	78.9	79.1	81.0	101.4	115.0	121.2
Other nondurable goods	98.3	97.4	98.7	99.8	99.4	100.5	100.5	100.3	100.8	102.2	101.7	100.7

See footnotes at end of table.

Table 8. Seasonal Adjustment Factors for Sales and Inventories of Merchant Wholesalers: January 1973-December 1974—Continued

Kind of business	1974											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales											
MERCHANT WHOLESALERS, TOTAL	95.5	90.3	99.9	100.6	105.0	98.5	101.7	103.3	99.3	106.7	99.7	98.4
TOTAL (excluding farm products, raw materials)	94.3	89.8	99.3	101.4	105.6	99.6	101.9	103.9	100.2	106.8	99.0	97.2
DURABLE GOODS, TOTAL	91.6	88.9	99.2	103.8	107.1	101.8	103.2	104.2	100.6	106.8	98.2	93.7
Motor vehicles, automotive equipment	94.1	91.4	99.9	106.4	109.8	105.3	104.9	101.5	95.6	104.0	95.4	90.1
Electrical goods	92.0	89.2	97.0	95.4	96.5	100.6	102.5	103.4	102.3	111.3	106.2	101.9
Furniture, home furnishings	86.6	86.7	103.1	99.1	102.1	99.3	99.7	104.4	103.2	114.9	104.6	94.8
Hardware, plumbing, heating equipment	89.1	87.1	96.1	101.7	107.2	104.8	105.9	107.2	101.7	110.2	98.6	89.3
Lumber, construction materials	84.3	81.1	94.5	104.6	108.9	105.9	107.0	112.7	104.0	109.9	99.1	88.3
Machinery, equipment, supplies	92.2	90.2	100.7	103.6	109.5	102.5	102.2	101.1	100.8	104.7	94.7	96.7
Metals, metalwork (except scrap)	100.3	87.9	101.4	107.4	110.1	100.9	101.8	104.2	97.9	101.8	95.0	91.2
Scrap, waste materials	95.6	95.2	108.2	112.2	115.1	102.9	98.1	97.9	92.9	101.9	90.0	89.2
Jewelry	82.6	84.7	99.9	91.4	96.2	91.8	76.8	102.9	106.7	123.3	123.8	119.5
NONDURABLE GOODS, TOTAL	98.6	91.6	99.6	98.5	103.8	96.8	99.6	101.8	98.2	106.6	101.6	102.3
TOTAL (excluding farm products, raw materials)	95.1	91.4	103.2	97.7	101.8	100.7	97.5	103.9	101.4	103.2	100.9	101.5
Groceries and related products	102.3	90.4	98.5	98.8	105.3	98.6	104.2	102.4	97.3	103.7	98.8	99.0
Beer, wine, distilled alcoholic beverage	81.8	80.7	93.8	93.3	109.4	103.6	102.7	103.5	97.1	107.6	104.5	120.9
Drugs, chemicals, allied products	100.7	92.1	99.1	102.1	101.7	96.0	98.8	101.8	100.6	109.1	97.9	98.9
Tobacco, tobacco products	96.1	87.3	94.7	98.1	108.7	98.9	105.8	104.5	99.2	104.5	97.8	104.0
Dry goods, apparel	99.2	96.4	101.1	93.4	95.1	94.1	96.2	112.4	108.0	111.4	100.6	89.6
Paper, paper products, excluding wallpaper	99.9	92.5	99.3	99.8	105.5	97.1	98.6	103.8	99.3	107.2	99.1	96.4
Farm products (raw materials)[1]	111.9	94.3	101.4	94.3	103.0	89.8	93.7	91.9	87.9	107.4	111.4	113.4
Other nondurable goods	93.4	95.7	106.2	103.4	101.8	94.3	93.7	99.1	100.5	106.3	101.0	102.7
	Seasonal adjustment factors for inventories											
MERCHANT WHOLESALERS, TOTAL	101.5	100.9	100.7	100.4	99.5	99.1	99.1	98.2	98.3	100.1	101.3	100.6
TOTAL (excluding farm products, raw materials)	99.1	99.1	99.7	100.4	100.7	100.9	101.0	99.8	99.9	100.2	100.1	98.8
DURABLE GOODS, TOTAL	98.8	99.3	100.0	101.2	100.9	101.0	101.4	100.2	99.4	99.2	99.2	99.1
Motor vehicles, automotive equipment	100.4	102.0	102.2	101.7	100.3	98.9	100.7	96.4	98.4	97.9	99.2	101.9
Electrical goods	98.0	97.2	99.7	98.0	100.6	100.8	101.6	99.2	102.1	103.0	101.9	97.5
Furniture, home furnishings	95.1	97.3	101.0	100.2	99.9	102.5	104.0	103.1	99.2	99.9	99.4	98.0
Hardware, plumbing, heating equipment	98.7	101.1	102.1	102.3	102.9	102.7	101.5	99.3	97.8	98.7	97.0	95.5
Lumber, construction materials	97.4	100.1	101.9	103.8	103.7	105.1	101.5	99.6	98.0	96.2	95.2	97.6
Machinery, equipment, supplies	98.0	98.8	99.5	101.4	100.9	101.2	101.7	101.2	99.5	98.7	99.8	99.1
Metals, metalwork (except scrap)	99.3	96.6	98.0	101.9	99.5	99.3	102.5	104.8	99.7	97.0	98.8	102.4
Scrap, waste materials	98.3	99.3	102.0	100.3	97.2	99.9	99.0	98.3	98.7	101.6	101.2	103.9
Jewelry	95.8	97.4	95.8	95.4	95.7	102.5	103.2	102.8	104.5	108.8	102.0	95.9
NONDURABLE GOODS, TOTAL	103.4	101.8	101.2	99.6	98.2	97.1	96.5	96.2	97.7	101.8	103.4	102.9
TOTAL (excluding farm products, raw materials)	99.3	98.6	99.0	99.2	100.4	100.5	99.8	99.1	100.8	102.5	101.6	99.1
Groceries and related products	99.9	98.4	101.9	99.8	99.8	98.3	98.8	97.5	100.7	101.7	102.6	100.3
Beer, wine, distilled alcoholic beverage	97.4	96.3	96.5	98.6	103.6	105.5	98.9	96.5	102.0	107.9	103.6	92.9
Drugs, chemicals, allied products	98.9	99.2	100.6	99.4	99.1	98.9	100.4	100.0	100.2	101.4	101.9	99.7
Tobacco, tobacco products	100.6	97.0	98.6	98.4	102.5	99.6	98.8	100.5	101.8	101.8	103.7	96.3
Dry goods, apparel	100.5	99.1	97.1	97.8	101.1	103.6	101.9	100.6	102.6	101.3	97.6	96.6
Paper, paper products, excluding wallpaper	99.9	98.7	100.0	100.4	101.0	101.0	101.5	99.9	100.2	98.9	98.7	99.3
Farm products (raw materials)[1]	128.5	121.9	111.7	100.8	86.0	78.3	77.8	79.5	80.1	98.7	115.2	121.1
Other nondurable goods	99.1	99.2	98.8	99.5	99.5	100.3	100.3	99.6	99.6	102.1	101.3	100.8

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1973, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 Variant of the Census Method II Seasonal Adjustment Program, Technical Paper No. 15, Department of Commerce, Bureau of Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are included in this table for some kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in table 4 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

[1]There are indications that the seasonal adjustment factors for the farm products (raw materials) category may not reflect recent trends in this trade. The seasonally adjusted data for this category and also for the merchant wholesale and nondurable goods totals should, therefore, be used with caution.

Table 9. Sampling Variability-Estimates of Sales and Inventories of Merchant Wholesalers

Kind of business	Sales						Inventories					
	Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	1.0-1.4	1.4	0.3-0.9	0.4	0.8-1.1	0.9	0.9-1.8	1.2	0.1-0.4	0.2	0.5-1.6	0.8
TOTAL (excluding farm products, raw materials)	1.0-1.5	1.4	0.3-0.9	0.4	0.9-1.2	1.0	1.0-1.6	1.2	0.1-0.4	0.2	0.6-1.6	0.9
DURABLE GOODS, TOTAL	1.7-2.9	2.4	0.5-1.8	0.7	1.4-2.0	1.4	1.1-2.0	1.4	0.2-0.5	0.3	0.7-1.9	1.0
Motor vehicles, automotive equipment, total	6-12	8	1-8	3	4-9	6	4-7	4	0.7-2.2	1.2	2-7	2
Automobiles, other motor vehicles	-	-	1-16	3	1-17	12	-	-	1.5-5.9	2.6	2-14	5
Automotive equipment, tires, tubes	4-4	4	1-2	2	3-4	3	4-5	4	0.7-2.0	0.7	2-3	3
Automotive equipment	4-5	5	2-2	2	2-4	4	-	-	0.6-1.9	0.7	2-3	2
Electrical goods, total	2-3	2	1-1	1	2-3	2	2-3	3	0.7-1.1	0.8	2-3	2
Electrical supplies, apparatus	2-3	3	1-2	1	2-3	3	4-5	4	0.3-1.4	0.7	2-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	2-3	3	1-2	2	2-4	3	3-5	4	0.9-1.8	1.1	2-5	3
Appliances, TV, radio sets	3-4	4	2-3	2	2-5	4	-	-	1.1-2.7	1.6	3-6	3
Furniture, home furnishings, total	5-11	6	2-4	2	5-8	6	6-10	6	1.2-2.9	1.4	4-9	7
Furniture-household, office	6-8	7	2-4	2	4-6	5	-	-	0.9-1.4	1.1	3-5	4
Household furniture	-	-	2-4	3	3-6	5	-	-	1.1-1.6	1.3	5-7	6
Office furniture	-	-	2-7	4	8-11	9	-	-	1.1-3.0	1.5	6-9	6
Home furnishings, floor coverings	6-15	8	2-5	3	6-11	8	6-13	6	1.6-3.6	1.8	6-12	8
Hardware, plumbing, heating equipment, supplies, total	3-4	4	1-2	1	2-3	2	3-3	3	0.4-1.0	0.5	1-2	1
Hardware	3-4	3	1-2	1	2-3	2	3-3	3	0.5-0.8	0.6	2-3	2
General-line hardware	3-5	4	1-2	1	1-3	2	-	-	0.3-1.1	0.6	3-4	3
Plumbing and heating equipment, supplies	6-9	7	1-2	2	3-6	4	4-5	4	0.5-2.2	0.8	2-4	2
Air conditioning, refrigeration equipment, supplies	4-6	6	3-6	4	5-8	6	-	-	1.3-2.1	1.5	3-5	4
Lumber, construction materials, total	4-5	4	1-2	2	3-4	3	5-5	5	0.8-1.3	0.9	2-4	3
Lumber, millwork	5-8	6	2-3	2	3-5	4	5-5	5	0.8-2.0	1.3	3-5	4
Construction materials	6-8	8	2-3	2	3-5	5	-	-	0.8-1.6	1.4	4-7	6
Machinery, equipment, supplies, total	2-3	2	2-2	2	2-3	3	2-3	2	0.4-0.7	0.7	2-2	2
Commercial machines, equipment	7-10	8	2-4	3	4-7	7	-	-	0.8-1.9	1.3	3-5	4
Construction machinery, equipment	4-7	5	2-4	3	5-8	6	4-5	5	0.5-2.1	1.1	4-5	4
Industrial machinery, equipment, supplies	3-5	4	2-3	3	4-6	4	3-6	5	0.7-1.3	1.0	3-5	4
Professional equipment, supplies	4-6	5	2-3	2	3-6	6	-	-	0.4-2.5	0.8	3-4	3
Surgical, medical, hospital supplies	7-9	8	2-3	2	5-7	6	-	-	0.4-1.6	0.7	4-7	5
Service-establishment equipment, supplies	4-9	4	2-4	3	4-7	5	-	-	0.7-1.7	1.0	4-7	4
Metals, metalwork (except scrap), total	3-4	4	1-4	2	2-4	3	3-4	3	0.4-1.1	0.6	2-4	2
Iron, steel, and products	3-5	4	1-5	2	4-6	4	4-4	4	0.5-1.3	0.7	2-4	3
Nonferrous metals	5-10	5	2-7	4	3-8	5	-	-	0.5-1.2	0.9	4-6	5
Scrap, waste materials, total	4-5	4	1-3	2	2-4	4	-	-	1.2-2.5	1.7	3-5	5
Iron, steel scrap	4-8	5	2-4	3	3-6	4	-	-	1.3-1.9	1.8	3-8	6
Waste materials	4-6	5	2-4	3	4-7	6	-	-	2.1-5.7	3.4	-	-
Jewelry	-	-	3-6	4	6-9	8	-	-	-	-	-	-
NONDURABLE GOODS, TOTAL	1.1-2.0	1.3	0.6-0.7	0.6	1.1-1.4	1.3	1.6-1.9	1.8	0.2-0.6	0.3	1.1-2.2	1.3
TOTAL (excluding farm products, raw materials)	1.3-2.2	1.4	0.4-0.6	0.6	1.2-1.6	1.3	1.8-2.4	2.1	0.2-0.7	0.3	1.2-2.4	1.5
Groceries and related products, total	2-2	2	0-1	1	1-1	1	2-3	2	0.5-0.8	0.6	1-2	2
General-line groceries	2-3	3	0-1	1	1-2	1	2-3	3	0.4-0.5	0.5	2-2	2
Voluntary groups	-	-	0-1	1	2-3	2	-	-	0.6-1.1	1.0	2-3	3
Retailer cooperatives	-	-	1-1	1	2-4	3	-	-	0.3-0.8	0.4	3-5	3
Nonaffiliated	-	-	1-2	2	4-5	4	-	-	0.6-1.1	1.0	4-5	5
Specialty-line groceries	3-4	4	1-3	2	3-4	4	5-6	5	1.0-2.1	1.3	3-5	4
Confectionery	4-6	5	1-3	2	2-5	3	-	-	0.7-3.7	1.2	3-6	5
Meats, meat products	4-5	4	1-2	1	3-5	4	-	-	2.0-3.7	2.3	5-7	6
Poultry, poultry products	5-6	5	1-3	2	3-4	4	-	-	1.3-2.7	1.9	4-5	5
Fresh fruits, vegetables	4-6	5	1-5	2	3-6	3	-	-	0.8-1.9	1.4	3-6	4
Beer, wine, distilled alcoholic beverages, total	2-2	2	1-2	1	1-2	2	3-4	4	0.9-1.3	1.1	2-3	3
Beer	4-4	4	1-2	1	3-3	3	4-6	5	1.6-2.4	1.9	3-5	4
Wine, distilled spirits	3-4	4	1-2	2	2-3	3	4-5	5	0.9-1.8	1.1	2-4	3
Drugs, chemicals, allied products, total	3-4	4	1-4	2	2-4	3	3-5	4	0.4-1.3	0.9	2-4	3
Drugs, drug proprietaries, druggists' sundries	4-5	4	1-6	2	3-4	3	4-7	6	0.5-1.6	0.8	2-5	4
General-line drugs	3-3	3	0-1	1	1-3	1	-	-	0.4-0.6	0.5	1-3	2
Paints, varnishes	5-6	5	2-3	2	2-5	4	-	-	0.6-2.5	1.3	3-6	5
Other chemicals, allied products	6-7	7	1-3	3	5-10	6	-	-	0.6-3.0	1.6	4-5	4
Tobacco, tobacco products	2-3	3	1-1	1	2-2	2	-	-	0.6-1.2	0.7	2-3	3
Dry goods, apparel, total	4-6	5	2-3	2	4-6	5	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	8-11	9	2-5	4	6-10	8	-	-	-	-	-	-
Dry goods, notions	5-8	7	2-6	3	5-9	5	-	-	-	-	-	-
Piece goods converters	-	-	2-5	3	4-7	5	-	-	-	-	-	-
Paper, paper products, excluding wallpaper, total	2-3	2	1-9	1	1-2	2	4-4	4	0.3-0.9	0.8	1-3	2
Paper	2-3	3	1-2	1	2-3	3	2-4	3	0.4-1.2	0.6	1-3	2
Stationery, office supplies	4-6	4	1-3	2	4-5	5	-	-	0.7-2.2	1.0	3-6	4
Farm products (raw materials), total	5-7	6	2-4	3	3-4	4	-	-	0.7-1.4	0.9	1-3	2
Cotton	-	-	4-19	6	7-12	10	-	-	1.1-5.3	2.9	-	-
Grain	4-8	6	2-4	2	3-5	4	-	-	1.0-3.0	1.7	-	-
Other nondurable goods, total	4-8	5	2-2	2	3-6	4	-	-	0.6-1.0	0.7	2-4	3
Amusement, sporting goods	-	9	4-5	4	5-9	7	-	-	1.0-2.0	1.6	4-6	5
Books, magazines, newspapers	4-5	4	1-3	2	2-6	4	-	-	0.5-2.7	0.7	3-6	5
Coal	-	-	1-5	3	3-8	3	-	-	0.8-2.3	1.6	3-7	5
Farm supplies	-	7	2-6	4	7-11	9	-	-	1.1-3.1	2.3	4-15	11

Note: The range of sampling error of the monthly dollar estimates for sales and inventories is based on data for February, May, August, and November 1971 and February 1972. The range of sampling error of the ratio of current month to-- for sales and inventories is based on data for March, June, September, and December 1971 and March 1972.

Description of Kinds of Business

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual, and its supplement issued in 1963, and used in the 1963 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

DURABLE GOODS

Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires, and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling stations and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5063).--Establishments primarily in the wholesale distribution of electrical power equipment for the generation, transmission, or utilization of electric energy; and electrical construction materials for outside power transmission lines and for electrical systems. This industry does not include establishments primarily engaged in the wholesale distribution of radios, television sets, electric refrigerators, and other household electrical appliances which are classified in "Electrical Appliances, TV, Radio Sets" (SIC 5064). Construction contractors primarily engaged in installing electrical systems and equipment from their own stock are not included.

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). In this trade, manufacturers' branch houses primarily engaged in selling appliances, TV and radio sets to retailers and builders are classified as merchant wholesalers. Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting equipment, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

Furniture, Home Furnishings (SIC 5097)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses, and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in selling antiques; china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air-conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air-conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units which are classified in "electrical appliances, TV, radio sets" (SIC 5064).

Lumber, Construction Materials (SIC 5098)

Lumber, millwork (part of SIC 5098).--Establishments with or without yards primarily engaged in the wholesale distribution of rough, dressed and finished lumber (but not timber); plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in marketing such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

Machinery, Equipment, Supplies
(SIC 508)

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the marketing of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the marketing of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the marketing of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the distribution of mechanical devices and other equipment and supplies used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors' apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the marketing of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairs, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

Metals, Metalwork (except scrap)
(Part of SIC 5091)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc. Metals service centers (marketing warehouses) of companies operating steel works and rolling mills are also included in this classification, but their sales offices without warehouses are excluded.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals. Metals service centers (marketing warehouses) of companies operating in the primary nonferrous metal industries are also included in this classification, but their sales offices without warehouses are excluded.

Scrap and Waste Materials
(SIC 5093)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting, and marketing of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of secondhand parts at retail are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in assembling and marketing such materials as nonferrous scrap (but not smelting, except for pot-melting of lead); a wide variety of scrap materials; or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

Jewelry
(Part of SIC 5099)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including stones and metals, costume jewelry, clocks, silverware, etc.

NONDURABLE GOODS

Groceries and Related Products
(SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream, and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling, and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045).--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

Beer, Wines, Distilled Alcoholic Beverages
(SIC 5095)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids. State-operated wholesale establishments are included.

Drugs, Chemicals, Allied Products
(SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022).--Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

Tobacco
(SIC 5094)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in "Miscellaneous farm products" (part of SIC 5051).

Dry Goods, Apparel
(SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

Paper, Paper Products, Except Wallpaper
(SIC 5096)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of

commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc.; social stationery, including envelopes; and greeting cards.

Farm Products--Raw Materials
(SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in marketing raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in marketing corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505) (not shown separately).--Establishments primarily engaged in marketing of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

Other Nondurable Goods
(Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billiard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; ammunition and fireworks; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099)(not shown separately).--Establishments primarily engaged in wholesale distribution of:

Gifts, art goods, including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products (except lumber); saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

AMERICAN REVOLUTION BICENTENNIAL 1776-1976

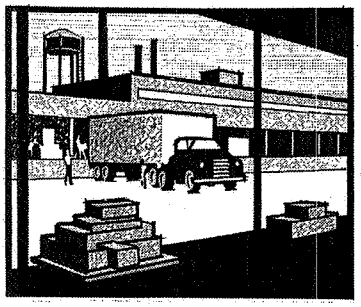
UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
Washington, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND
FEES PAID
U.S. GOVERNMENT
PRINTING OFFICE
375

U.S.MAIL



CURRENT BUSINESS REPORTS

Monthly Wholesale Trade

SALES AND INVENTORIES

Issued: July 1974

BW-74-5

May 1974

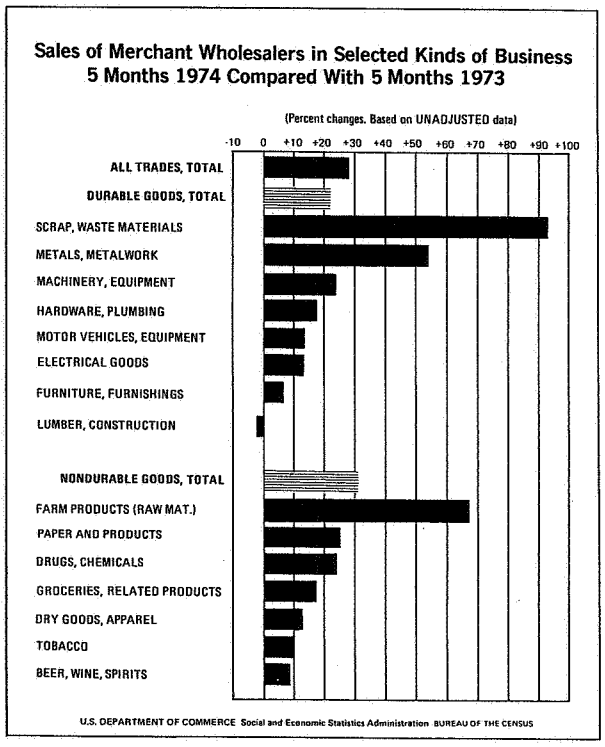
Sales—May 1974 sales of merchant wholesalers were estimated at $38.9 billion. After adjustment for seasonal variations and trading day differences, but not for price changes, May sales were $36.8 billion, down 2 percent from last month, but 24 percent above May 1973. Adjusted March-through-May average sales were 7 percent above the December-through-February period and were 26 percent above the average for the comparable months of a year ago.

After adjustment, May sales in the durable goods trades were down 1 percent from the previous month, but were 21 percent above May 1973. Nondurable goods sales were 3 percent below the previous month, but were 27 percent above the same month a year ago. Average monthly sales in the durable goods group during the March-through-May period were 8 percent above the prior 3 months, and 22 percent above the comparable period a year ago. Three months average sales for the nondurable goods group were 6 percent above the average for the December-through-February period, and were 30 percent above the average for the same period a year ago.

Based on adjusted data, most trade groups showed decreases from the previous month sales levels with the larger decreases shown in motor vehicles, automotive equipment (–8%); beer, wine, and spirits (–7%); and farm products, raw materials (–6%). The larger increases were noted in metals, metal work (5%) and lumber, construction materials (2%). Both furniture, home furnishings and drugs, chemicals showed no change from their previous month sales levels. Compared with sales a year ago, all trade groups showed increases. Among the larger increases were scrap, waste materials (77%); metals, metalwork (54%); and farm products, raw materials (53%).

Inventories—Total inventories of merchant wholesalers were valued at $39.7 billion at the end of May. After adjustment for seasonal variations, but not for price changes, May inventories were up 2 percent from last month and were 17 percent above May 1973. Durable goods stocks were up 3 percent from the previous month and were 16 percent above May 1973. Nondurable goods stocks remained virtually unchanged from the previous month, but were 19 percent above stocks on hand a year ago.

Based on adjusted data, trade group comparisons with previous month inventory levels reflected mixed trends, with 9 trade groups showing gains and 6 indicating declines. The larger increases were noted in drugs, chemicals (8%); metals, metalwork (7%); and motor vehicles, automotive equipment (6%). The largest decrease was noted in scrap, waste material (–4%).



Changes from year ago levels were more substantial with all trade groups showing increases. Among the sharper increases were drugs, chemicals (34%); scrap, waste materials (28%); and groceries and related products (27%).

Stock-Sales Ratio—The May stock-sales ratio for merchant wholesalers, based on seasonally adjusted data, was 108, 4 points above the previous month, but 7 points below the May 1973 ratio. The stock-sales ratio for durable goods was 137, up 5 points from the previous month, but 6 points below the year-ago ratio. The ratio for nondurable goods was 84, 3 points above the previous month, but 5 points below the May 1973 ratio.

An advance release of May 1974 data was issued on July 5, 1974

U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Single copies 45 cents; annual subscription $5.15
Add $1.30 for each subscription to a foreign address.

Table 1. Estimated Monthly Sales of Merchant Wholesalers, United States, by Kind of Business: 1973 and 1974

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1974					1973								Total 5 months	
	Jan.	Feb.	Mar.	Apr.	May[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1974	1973
MERCHANT WHOLESALERS, TOTAL	33,694	32,730	37,586	38,002	38,854	31,232	30,104	29,892	32,391	29,849	34,067	33,895	32,834	180,870	141,833
TOTAL (exc. farm products, raw materials)	29,724	28,871	33,283	34,058	34,812	28,526	27,687	27,265	29,644	27,173	30,590	29,958	28,768	160,753	129,866
DURABLE GOODS, TOTAL	14,682	14,103	16,628	17,722	18,200	14,828	14,567	14,073	14,958	13,739	15,463	14,971	13,894	81,335	66,056
Motor vehicles, automotive equipment, total[2]	2,743	2,538	2,971	3,252	3,084	2,852	2,767	2,681	2,612	2,365	2,660	2,639	2,410	14,589	12,756
Automotive equipment, tires, tubes	1,289	1,218	1,341	1,416	1,457	1,451	1,410	1,414	1,394	1,312	1,420	1,354	1,159	6,721	6,386
Automotive equipment	1,080	1,049	1,129	1,195	1,240	1,225	1,188	1,191	1,178	1,116	1,196	1,139	964	5,693	5,454
Electrical goods, total	1,836	1,757	2,024	2,070	2,043	1,764	1,952	1,996	2,001	1,899	2,129	2,060	1,935	9,730	8,511
Electrical supplies, apparatus	905	871	952	1,057	1,044	838	885	893	913	868	990	941	938	4,829	3,870
Electrical appliances, TV, radio sets, electronic parts, equipments	931	886	1,072	1,014	999	926	1,067	1,103	1,089	1,032	1,139	1,119	996	4,901	4,641
Appliances, TV, radio sets	592	561	679	638	639	599	700	723	705	670	738	722	654	3,109	3,072
Furniture, home furnishings, total	548	530	621	613	632	572	575	539	614	562	665	643	546	2,944	2,748
Furniture-household, office	155	148	180	175	173	(S)	178	153	171	152	181	(S)	161	832	853
Home furnishings, floor coverings	392	382	441	437	459	401	397	385	442	410	484	476	384	2,112	1,895
Hardware, plumbing, heating equipment, supplies, total	1,306	1,264	1,439	1,555	1,624	1,375	1,384	1,343	1,442	1,315	1,475	1,369	1,274	7,185	6,093
Hardware	542	519	598	631	650	515	504	493	534	481	568	549	465	2,935	2,351
General-line hardware	300	290	334	355	363	283	288	280	306	274	324	312	257	1,642	1,317
Plumbing and heating equip., supplies	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	3,421	2,986
Air conditioning, refrigeration equipment, supplies	150	151	(S)	(S)	(S)	(S)	211	208	(S)	171	177	(S)	(S)	828	756
Lumber, construction materials, total	1,326	1,245	1,508	1,683	1,785	1,759	1,729	1,608	1,755	1,544	1,630	1,538	1,349	7,550	7,659
Lumber, millwork	883	817	1,009	1,098	1,182	1,184	1,151	1,067	1,139	1,017	1,060	1,031	920	4,992	5,212
Construction materials	443	428	499	585	603	576	578	540	615	528	570	507	429	2,558	2,447
Machinery, equipment, supplies, total	3,631	3,586	4,263	4,329	4,640	3,748	3,649	3,449	3,732	3,456	3,859	3,702	3,557	20,449	16,517
Construction machinery, equipment	635	656	846	864	913	649	634	624	649	625	695	641	620	3,914	2,824
Industrial machinery, equipment, supplies	1,787	1,722	2,049	2,065	2,234	1,850	1,751	1,637	1,799	1,654	1,893	1,856	1,737	9,857	8,023
Professional equipment, supplies	443	416	492	478	502	449	459	459	461	455	460	448	460	2,331	2,104
Service-establishment, equipment, supplies	187	179	200	214	226	185	188	187	197	172	203	195	184	1,006	888
Metals, metalwork (except scrap), total	2,055	1,909	2,327	2,501	2,700	1,715	1,540	1,550	1,750	1,621	1,854	1,792	1,686	11,491	7,476
Iron, steel, and products	1,549	1,470	1,803	1,977	2,132	1,368	1,162	1,190	1,356	1,269	1,462	1,364	1,304	8,929	5,881
Nonferrous metals	506	439	524	524	568	347	378	359	394	351	393	428	382	2,562	1,594
Scrap, waste materials, total	1,026	1,045	1,187	1,445	1,412	778	723	697	761	699	884	919	888	6,116	3,165
Iron, steel scrap	661	658	781	958	913	(S)	469	460	487	(S)	568	594	564	3,971	2,041
Waste materials	365	387	407	487	499	254	255	237	274	254	315	325	324	2,145	1,124
NONDURABLE GOODS, TOTAL	19,012	18,627	20,958	20,280	20,654	16,404	15,537	15,819	17,433	16,110	18,604	18,924	18,940	99,534	75,777
TOTAL (exc. farm products, raw materials)	15,042	14,768	16,655	16,336	16,612	13,698	13,120	13,192	14,686	13,434	15,127	14,987	14,874	79,418	63,811
Groceries and related products, total	6,250	5,909	6,439	6,428	6,661	5,815	5,472	5,754	6,232	5,496	6,066	6,114	6,192	31,689	26,797
General-line groceries	2,495	2,266	2,438	2,506	2,641	2,200	2,038	2,164	2,361	2,099	2,272	2,302	2,360	12,350	10,290
Specialty-line groceries	1,681	1,748	1,980	1,951	1,944	1,552	1,459	1,465	1,695	1,497	1,667	1,742	1,791	9,304	7,223
Confectionery	112	108	116	115	116	110	104	98	107	105	128	123	117	568	507
Meat, meat products	1,231	1,087	1,173	1,121	1,135	1,184	1,093	1,222	1,246	1,136	1,252	1,195	1,180	5,746	5,423
Poultry, poultry products	313	288	275	258	272	280	279	303	368	283	310	319	323	1,406	1,259
Fresh fruits, vegetables	418	411	457	477	553	489	499	502	454	376	436	433	422	2,316	2,095
Beer, wine, distilled alcoholic beverages, total	1,193	1,129	1,308	1,378	1,500	1,425	1,392	1,296	1,384	1,221	1,439	1,440	1,616	6,509	5,973
Beer	532	507	569	630	736	676	685	685	699	565	620	566	559	2,974	2,726
Wine, distilled spirits	662	622	739	748	765	749	707	611	685	656	819	875	1,058	3,535	3,247
Drugs, chemicals, allied products, total	1,162	1,139	1,326	1,350	1,338	1,077	1,069	1,053	1,164	1,104	1,300	1,202	1,110	6,316	5,078
Drugs, drug proprietaries, sundries	672	635	715	720	701	587	573	576	652	(S)	759	(S)	647	3,443	2,842
General-line drugs	278	255	288	290	296	260	248	254	282	264	303	279	255	1,407	1,253
Paints, varnishes	50	51	59	64	67	55	55	59	61	55	60	54	47	291	239
Other chemcials, allied products	440	453	552	566	570	434	441	418	451	404	481	446	416	2,581	1,997
Tobacco, tobacco products	624	572	616	637	698	634	605	603	634	586	639	625	631	3,145	2,846
Dry goods, apparel, total	1,274	1,239	1,300	1,233	1,214	1,070	1,107	1,053	1,371	1,247	1,373	1,270	1,068	6,261	5,548
Apparel and accessories, hosiery, lingerie, footwear	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	2,780	2,534
Dry goods, notions	480	477	493	(S)	(S)	(S)	(S)	371	464	(S)	(S)	427	385	2,437	2,041
Paper, paper products, excluding wallpaper, total	910	850	932	975	1,046	822	800	748	855	789	904	854	822	4,713	3,773
Paper	702	653	720	759	823	640	624	572	658	597	688	645	628	3,656	2,878
Stationery, office supplies	207	198	212	217	223	181	177	175	196	192	216	209	194	1,057	895
Farm products (raw materials), total	3,970	3,859	4,303	3,944	4,042	2,706	2,417	2,627	2,747	2,676	3,477	3,937	4,066	20,116	11,967
Grain	3,060	3,098	3,558	3,268	3,385	2,124	1,904	2,073	2,206	2,206	2,791	3,210	3,187	16,368	9,047
Other nondurable goods, total	3,629	3,930	4,734	4,335	4,155	2,855	2,675	2,685	3,046	2,991	3,406	3,482	3,435	20,784	13,795
Books, magazines, newspapers	179	179	190	180	189	166	176	191	194	(S)	203	192	181	916	830

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

S Does not meet publication standards because of extreme variablity or high nonresponse rate.
[1]Preliminary estimate. See page 12, Estimating Procedures.
[2]The automotive group is subject to a sampling variability of 7 percent.

Table 2. Estimated Monthly Inventories of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations)

Kind of business	1974					1973							
	Jan.	Feb.	Mar.	Apr.	May[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MERCHANT WHOLESALERS, TOTAL	38,379	38,854	39,764	39,462	39,723	33,820	33,921	34,295	34,317	34,728	35,667	36,796	37,292
TOTAL (excluding farm products, raw materials)	34,067	34,845	35,965	36,386	37,152	31,542	31,950	32,100	31,860	32,236	32,683	33,157	33,434
DURABLE GOODS, TOTAL	21,158	21,615	22,441	22,851	23,347	20,062	20,329	20,390	20,188	20,168	20,278	20,657	20,954
Motor vehicles, automotive equipment, total	4,248	4,407	4,713	4,808	5,006	3,993	3,899	3,924	3,776	3,956	3,985	4,069	4,100
Automotive equipment, tires, tubes	2,620	2,634	2,767	2,704	2,723	2,435	2,463	2,500	2,389	2,447	2,470	2,515	2,445
Electrical goods, total	2,968	3,027	3,088	3,092	3,141	2,768	2,903	2,908	2,900	2,854	2,982	3,016	2,980
Electrical supplies, apparatus	1,253	1,286	1,316	1,356	1,392	1,176	1,222	1,176	1,180	1,206	1,251	1,271	1,241
Electrical appliances, TV, radio sets, electronic parts, equipment	1,715	1,741	1,773	1,736	1,749	1,592	1,681	1,732	1,719	1,649	1,731	1,745	1,739
Furniture, home furnishings, total	955	979	999	999	1,004	884	896	939	956	938	934	947	913
Home furnishings, floor coverings	733	756	769	763	763	676	693	730	740	726	712	724	688
Hardware, plumbing, heating equipment, supplies, total	2,285	2,329	2,399	2,482	2,520	2,179	2,204	2,185	2,165	2,144	2,176	2,159	2,203
Hardware	943	951	953	998	1,012	862	880	858	851	870	879	849	879
Plumbing and heating equipment, supplies	1,065	1,099	1,135	1,153	1,180	1,044	1,062	1,063	1,060	1,018	1,042	1,051	1,061
Lumber, construction materials, total	1,458	1,507	1,547	1,585	1,646	1,511	1,550	1,450	1,401	1,396	1,363	1,380	1,432
Lumber, millwork	971	988	1,016	1,043	1,099	1,018	1,046	955	917	940	888	899	934
Machinery, equipment, supplies, total	6,063	6,218	6,423	6,484	6,550	5,709	5,833	5,839	5,831	5,779	5,794	5,986	6,106
Construction machinery, equipment	1,732	1,788	1,844	1,834	1,874	1,647	1,723	1,700	1,742	1,661	1,701	1,753	1,792
Industrial machinery, equipment, supplies	2,443	2,498	2,624	2,675	2,664	2,316	2,320	2,376	2,356	2,396	2,298	2,386	2,444
Metals, metalwork (except scrap), total	2,296	2,205	2,310	2,407	2,517	2,227	2,190	2,273	2,294	2,230	2,134	2,201	2,339
Iron, steel, and products	1,905	1,818	1,926	2,034	2,128	1,882	1,810	1,881	1,932	1,856	1,743	1,822	1,968
NONDURABLE GOODS, TOTAL	17,221	17,239	17,323	16,611	16,376	13,758	13,592	13,905	14,129	14,560	15,389	16,139	16,338
TOTAL (excluding farm products, raw materials)	12,909	13,230	13,524	13,535	13,805	11,480	11,621	11,710	11,672	12,068	12,405	12,500	12,480
Groceries and related products, total	3,841	3,921	4,069	4,006	3,981	3,135	3,169	3,138	3,142	3,328	3,450	3,641	3,661
General-line groceries	1,720	1,792	1,917	1,868	1,878	1,477	1,460	1,450	1,459	1,562	1,629	1,661	1,693
Specialty-line groceries	1,434	1,458	1,494	1,484	1,454	1,120	1,179	1,170	1,166	1,194	1,227	1,343	1,340
Beer, wine, distilled alcoholic beverages, total	1,404	1,439	1,458	1,490	1,536	1,424	1,468	1,353	1,315	1,401	1,484	1,465	1,348
Beer	334	369	402	392	406	380	361	340	312	336	350	321	294
Wine, distilled spirits	1,070	1,070	1,056	1,098	1,131	1,044	1,107	1,013	1,003	1,065	1,134	1,145	1,054
Drugs, chemicals, allied products, total	1,461	1,512	1,610	1,646	1,768	1,323	1,335	1,389	1,416	1,372	1,434	1,466	1,444
Drugs, drug proprietaries, druggists' sundries	1,001	1,028	1,093	1,113	1,131	901	902	944	973	938	982	1,006	963
Paper, paper products (excluding wallpaper), total	834	837	856	897	921	771	780	794	786	793	790	798	828
Paper	567	573	583	624	643	535	538	540	540	542	540	540	563

See footnotes below table 3.

Table 3. Stock-Sales Ratio of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Percent. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1974					1973							
	Jan.	Feb.	Mar.	Apr.	May[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
MERCHANT WHOLESALERS, TOTAL	114	119	106	104	102	108	113	115	106	116	105	109	114
TOTAL (excluding farm products, raw materials)	115	121	108	107	107	110	115	118	107	119	107	111	116
DURABLE GOODS, TOTAL	144	153	135	129	128	135	141	145	135	147	131	138	151
Motor vehicles, automotive equipment, total	155	174	159	148	162	140	141	146	144	167	150	154	170
Automotive equipment, tires, tubes	203	216	206	192	187	168	175	177	171	187	174	186	211
Electrical goods, total	162	172	153	149	154	157	149	146	145	150	140	146	154
Electrical supplies, apparatus	138	148	138	128	133	140	138	132	129	139	126	135	132
Electrical appliances, TV, radio sets, electronic parts, equipment	184	196	165	171	175	172	158	157	158	160	152	156	175
Furniture, home furnishings, total	174	185	161	163	159	154	156	174	156	167	140	147	167
Home furnishings, floor coverings	187	198	174	174	166	169	174	189	167	177	147	152	179
Hardware, plumbing, heating equipment, supplies, total	175	184	167	160	155	158	159	163	150	163	147	158	173
Hardware	174	183	160	158	156	167	174	174	159	181	154	155	189
Plumbing and heating equipment, supplies	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Lumber, construction materials, total	110	121	102	94	92	86	90	90	80	90	84	90	106
Lumber, millwork	110	121	101	95	93	86	91	90	80	92	84	87	102
Machinery, equipment, supplies, total	167	173	151	150	141	152	160	169	156	167	150	162	172
Construction machinery, equipment	272	273	218	212	205	254	272	272	268	266	245	274	289
Industrial machinery, equipment, supplies	137	145	128	130	119	125	132	145	131	145	121	128	141
Metals, metalwork (except scrap), total	112	116	99	96	93	130	142	147	131	138	115	123	139
Iron, steel, and products	123	124	107	103	100	138	156	158	142	146	119	134	151
NONDURABLE GOODS, TOTAL	91	93	83	82	79	84	87	88	81	90	83	85	86
TOTAL (excluding farm products, raw materials)	86	90	81	83	83	84	88	89	79	90	82	83	84
Groceries and related products, total	61	66	63	62	60	54	58	54	50	61	57	60	59
General-line groceries	69	79	79	74	71	67	72	67	62	74	72	72	72
Specialty-line groceries	85	83	75	76	75	72	81	80	69	80	74	77	75
Beer, wine, distilled alcoholic beverages, total	118	127	111	108	102	100	105	104	95	115	103	102	83
Beer	63	73	71	62	55	56	53	50	45	59	56	57	53
Wine, distilled spirits	162	172	143	147	148	139	156	166	146	162	138	131	100
Drugs, chemicals, allied products, total	126	133	121	122	132	123	125	132	122	124	110	122	130
Drugs, drug proprietaries, druggists' sundries	149	162	153	154	161	153	157	164	149	(S)	129	(S)	149
Paper, paper products, (excluding wallpaper), total	92	98	92	92	88	94	97	106	92	100	87	93	101
Paper	81	88	81	82	78	84	86	94	82	91	78	84	90

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

S Does not meet publication standards because of extreme variability or high nonresponse rate.

[1]Preliminary estimate. See page 12, Estimating Procedures.

Table 4. Estimated Monthly Sales, Inventories, and Stock-Sales Ratios of Merchant Wholesalers, United States, for Selected Kinds of Business: 1973 and 1974

(Sales and inventories in millions of dollars. Stock-sales ratios in percent)

Kind of business	1974					1973							
	Jan.	Feb.	Mar.	Apr.	May[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Sales ADJUSTED for seasonal variations and trading day differences												
MERCHANT WHOLESALERS, TOTAL	34,896	36,091	37,515	37,704	36,835	29,675	29,528	30,443	30,692	30,646	31,918	33,101	33,910
TOTAL (excluding farm products, raw materials)	31,348	31,999	33,271	33,522	32,911	27,112	26,895	27,521	27,810	27,679	28,719	29,644	30,260
DURABLE GOODS, TOTAL	15,898	15,860	16,669	17,079	16,906	13,964	13,781	14,039	13,950	13,968	14,391	14,995	15,232
Motor vehicles, automotive equipment	2,915	2,777	2,974	3,056	2,809	2,609	2,574	2,588	2,466	2,511	2,526	2,701	2,748
Electrical goods	1,996	1,970	2,087	2,170	2,117	1,836	1,910	1,996	1,877	1,882	1,904	1,900	1,927
Furniture, home furnishings	633	611	602	619	619	558	570	548	556	554	585	602	597
Hardware, plumbing, heating equipment	1,466	1,451	1,497	1,529	1,515	1,294	1,285	1,301	1,310	1,316	1,352	1,342	1,459
Lumber, construction materials	1,573	1,535	1,596	1,609	1,639	1,608	1,580	1,527	1,525	1,505	1,453	1,521	1,574
Machinery, equipment, supplies	3,938	3,976	4,233	4,179	4,237	3,490	3,430	3,502	3,551	3,498	3,686	3,820	3,780
Metals, metalwork (except scrap)	2,049	2,172	2,295	2,329	2,452	1,589	1,477	1,566	1,623	1,683	1,809	1,857	1,909
Scrap, waste materials	1,073	1,098	1,097	1,288	1,227	695	685	731	751	761	824	1,001	1,024
NONDURABLE GOODS, TOTAL	18,998	20,231	20,846	20,625	19,929	15,711	15,747	16,404	16,742	16,678	17,527	18,106	18,678
TOTAL (excluding farm products, raw materials)	15,450	16,139	16,602	16,443	16,005	13,148	13,114	13,482	13,860	13,711	14,328	14,649	15,028
Groceries and related products	6,109	6,537	6,537	6,506	6,326	5,455	5,429	5,737	5,918	5,701	5,844	6,036	6,384
Beer, wine, distilled alcoholic beverages	1,458	1,399	1,394	1,477	1,371	1,319	1,294	1,301	1,272	1,273	1,356	1,332	1,379
Drugs, chemicals, allied products	1,154	1,237	1,338	1,322	1,316	1,058	1,086	1,096	1,108	1,143	1,192	1,200	1,155
Tobacco, tobacco products	649	655	650	649	642	585	586	594	584	598	623	623	622
Dry goods, apparel	1,284	1,285	1,286	1,320	1,277	1,140	1,128	1,115	1,185	1,199	1,227	1,208	1,223
Paper, paper products, excluding wallpaper	911	919	939	977	991	792	805	783	795	806	848	840	867
Farm products (raw materials)[2]	3,548	4,092	4,244	4,182	3,924	2,563	2,633	2,922	2,882	2,967	3,199	3,457	3,650
Other nondurable goods	3,885	4,107	4,458	4,192	4,082	2,799	2,786	2,856	2,998	2,991	3,238	3,410	3,398
	Inventories ADJUSTED for seasonal variations												
MERCHANT WHOLESALERS, TOTAL	37,826	38,501	39,347	39,293	39,917	33,986	34,148	34,653	34,964	35,266	35,379	36,265	36,926
TOTAL (excluding farm products, raw materials)	34,470	35,212	35,946	36,241	36,927	31,374	31,687	31,871	31,858	32,189	32,436	33,101	33,743
DURABLE GOODS, TOTAL	21,487	21,786	22,352	22,604	23,175	19,929	20,141	20,159	20,089	20,257	20,331	20,787	21,112
Motor vehicles, automotive equipment	4,231	4,321	4,612	4,728	4,991	3,989	3,915	3,885	3,877	4,041	4,045	4,073	4,028
Electrical goods	3,029	3,114	3,097	3,155	3,122	2,746	2,869	2,899	2,918	2,798	2,884	2,971	3,053
Furniture, home furnishings	1,004	1,006	989	997	1,005	884	872	912	928	945	917	952	932
Hardware, plumbing, heating equipment	2,315	2,304	2,350	2,426	2,449	2,116	2,154	2,153	2,180	2,186	2,205	2,228	2,304
Lumber, construction materials	1,497	1,505	1,518	1,527	1,587	1,464	1,488	1,444	1,400	1,404	1,389	1,433	1,469
Machinery, equipment, supplies	6,187	6,294	6,455	6,394	6,492	5,669	5,781	5,736	5,739	5,796	5,847	6,010	6,161
Metals, metalwork (except scrap)	2,312	2,283	2,357	2,362	2,530	2,245	2,205	2,255	2,187	2,234	2,173	2,237	2,282
NONDURABLE GOODS, TOTAL	16,339	16,715	16,995	16,689	16,742	14,057	14,007	14,494	14,875	15,009	15,048	15,478	15,814
TOTAL (excluding farm products, raw materials)	12,983	13,426	13,594	13,637	13,752	11,445	11,546	11,712	11,769	11,932	12,105	12,314	12,631
Groceries and related products	3,845	3,985	3,993	4,014	3,989	3,151	3,227	3,173	3,216	3,308	3,389	3,570	3,646
Beer, wine, distilled alcolholic beverages	1,441	1,494	1,511	1,511	1,483	1,380	1,407	1,379	1,363	1,350	1,365	1,403	1,449
Drugs, chemicals, allied products	1,477	1,524	1,600	1,656	1,784	1,332	1,343	1,386	1,416	1,367	1,407	1,437	1,448
Paper, paper products, excluding wallpaper	835	848	856	893	912	761	771	780	787	790	801	804	833
	Stock-sales ratios based on ADJUSTED data												
MERCHANT WHOLESALERS, TOTAL	108	107	105	104	108	115	116	114	114	115	111	110	109
TOTAL (excluding farm products, raw materials)	110	110	108	108	112	116	118	116	115	116	113	112	112
DURABLE GOODS, TOTAL	135	137	134	132	137	143	146	144	144	145	141	139	139
Motor vehicles, automotive equipment	145	156	155	155	178	153	152	150	157	161	160	151	147
Electrical goods	152	158	148	145	147	150	150	145	156	149	151	156	158
Furniture, home furnishings	159	165	164	161	162	158	153	166	167	170	157	158	156
Hardware, plumbing, heating equipment	158	159	157	159	162	164	168	165	166	166	163	166	158
Lumber, construction materials	95	98	95	95	97	91	94	95	92	93	96	94	93
Machinery, equipment, supplies	157	158	152	153	153	162	168	164	162	166	159	157	163
Metals, metalwork (except scrap)	113	105	103	101	103	141	149	144	135	133	120	120	120
NONDURABLE GOODS, TOTAL	86	83	82	81	84	89	89	88	89	90	86	85	85
TOTAL (excluding farm products, raw materials)	84	83	82	83	86	87	88	87	85	87	84	84	84
Groceries and related products	63	61	61	62	63	58	59	55	54	58	58	59	57
Beer, wine, distilled alcoholic beverages	99	107	108	102	108	105	109	106	107	106	101	105	105
Drugs, chemicals, allied products	128	123	120	125	136	126	124	126	128	120	118	120	125
Paper, paper products, excluding wallpaper	92	92	91	91	92	96	96	100	99	98	94	96	96

Note: Merchant wholesalers total and group totals include data for some kinds of business not shown separately. Detail may not add to totals due to rounding and minor revisions.

[1]Preliminary estimate. See page 12, Estimating Procedures.

[2]There are indications that the seasonal adjustment factors for this trade group may not reflect recent trends. The seasonally adjusted data for this trade group and also for the summary group totals, should, therefore, be used with caution.

Monthly Sales, Inventories, and Stock Sales Ratios of Merchant Wholesalers: 1968-1974
(Seasonally Adjusted)

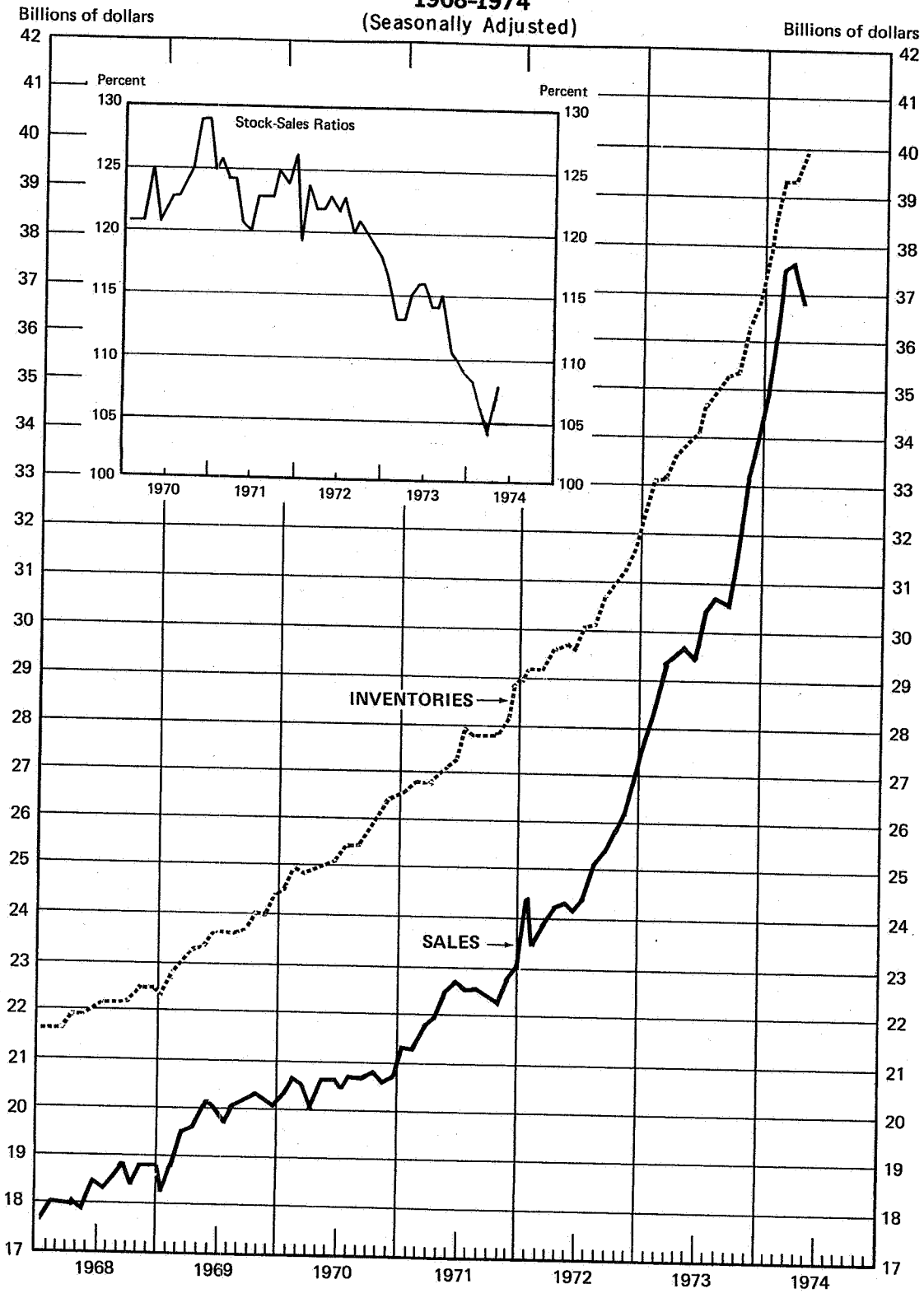


Table 5. Percent Changes in Sales and Inventories of Merchant Wholesalers, United States, by Kind of Business: May 1974

Kind of business	Unadjusted					Adjusted[1]			
	Sales			Inventories, end-of-month (at cost)		Sales		Inventories, end-of-month (at cost)	
	May 1974 from--		5 months 1974 from 5 months 1973	May 1974 from--		May 1974 from--		May 1974 from--	
	May 1973	April 1974		May 1973	April 1974	May 1973	April 1974	May 1973	April 1974
MERCHANT WHOLESALERS, TOTAL	+24	+2	+28	+17	+1	+24	-2	+17	+2
TOTAL (excluding farm products, raw materials)	+22	+2	+24	+18	+2	+21	-2	+18	+2
DURABLE GOODS, TOTAL	+23	+3	+23	+16	+2	+21	-1	+16	+3
Motor vehicles, automotive equipment, total	+8	-5	+14	+25	+4	+8	-8	+25	+6
Automobiles, other motor vehicles	+16	-12	+24	+46	+8	-	-	-	-
Automotive equipment, tires, tubes	0	+3	+5	+12	+1	-	-	-	-
Automotive equipment	+1	+4	+4	+11	+0	-	-	-	-
Electrical goods, total	+16	-1	+14	+14	+2	+15	-2	+14	-1
Electrical supplies, apparatus	+24	-1	+25	+18	+3	-	-	-	-
Electrical appliances, TV, radio sets, electronic parts, equipment	+8	-2	+6	+10	+1	-	-	-	-
Appliances, TV, radio sets	+6	0	+1	+8	0	-	-	-	-
Furniture, home furnishings, total	+10	+3	+7	+14	+0	+11	0	+14	+1
Furniture-household, office	+1	-1	-3	+16	+2	-	-	-	-
Household furniture	-4	-2	-8	+16	+2	-	-	-	-
Office furniture	+6	0	+2	+16	+4	-	-	-	-
Home furnishings, floor coverings	+14	+5	+11	+13	0	-	-	-	-
Hardware, plumbing, heating equipment, supplies, total	+18	+4	+18	+16	+1	+17	-1	+16	+1
Hardware	+26	+3	+25	+17	+1	-	-	-	-
General-line hardware	+28	+2	+25	+23	+1	-	-	-	-
Plumbing and heating equipment, supplies	+16	+2	+14	+13	+2	-	-	-	-
Air conditioning, refrigeration equipment, supplies	+5	+20	+10	+20	-1	-	-	-	-
Lumber, construction materials, total	+1	+6	-2	+9	+4	+2	+2	+8	+4
Lumber, millwork	0	+8	-4	+8	+5	-	-	-	-
Construction materials	+5	+3	+4	+11	+1	-	-	-	-
Machinery, equipment, supplies, total	+24	+7	+24	+15	+1	+21	+1	+15	+2
Commercial machines, equipment	+29	+16	+33	+18	+3	-	-	-	-
Construction machinery, equipment	+40	+6	+39	+14	+2	-	-	-	-
Industrial machinery, equipment, supplies	+21	+8	+23	+15	0	-	-	-	-
Professional equipment, supplies	+12	+5	+11	+12	+2	-	-	-	-
Surgical, medical, hospital supplies	+18	+6	+15	+14	+3	-	-	-	-
Service-establishment equipment, supplies	+22	+6	+13	+15	+1	-	-	-	-
Metals, metalwork (except scrap), total	+57	+8	+54	+13	+4	+54	+5	+13	+7
Iron, steel, and products	+56	+8	+52	+13	+5	-	-	-	-
Nonferrous metals	+64	+8	+61	+13	+4	-	-	-	-
Scrap, waste materials, total[2]	+82	-2	+93	+27	-8	+77	-5	+28	-4
Iron, steel scrap	+74	-5	+94	+22	-10	-	-	-	-
Waste materials	+96	+2	+91	+35	-4	-	-	-	-
Jewelry	+6	+2	+13	(S)	(S)	+2	-3	(S)	(S)
NONDURABLE GOODS, TOTAL	+26	+2	+31	+19	-1	+27	-3	+19	0
TOTAL (excluding farm products, raw materials)	+21	+2	+24	+20	+2	+22	-3	+20	+1
Groceries and related products, total	+14	+4	+18	+27	-1	+16	-3	+27	-1
General-line groceries	+20	+5	+20	+27	0	-	-	-	-
Voluntary groups	+24	+8	+19	+27	0	-	-	-	-
Retailer cooperatives	+14	+4	+19	+36	-3	-	-	-	-
Nonaffiliated	+19	+2	+22	+23	+4	-	-	-	-
Specialty-line groceries	+25	0	+29	+30	-2	-	-	-	-
Confectionery	+6	0	+12	+16	+2	-	-	-	-
Meats, meat products	-4	+1	+6	+20	0	-	-	-	-
Poultry, poultry products	-3	+6	+12	+18	-6	-	-	-	-
Fresh fruits, vegetables	+13	+16	+10	+27	-1	-	-	-	-
Beer, wine, distilled alcoholic beverages, total	+5	+9	+9	+8	+3	+4	-7	+7	-2
Beer	+9	+17	+9	+7	+3	-	-	-	-
Wine, distilled spirits	+2	+2	+9	+8	+3	-	-	-	-
Drugs, chemicals, allied products, total	+24	-1	+24	+34	+7	+24	0	+34	+8
Drugs, drug proprietaries, druggists' sundries	+19	-3	+21	+26	+2	-	-	-	-
General-line drugs	+14	+2	+12	+22	+1	-	-	-	-
Paints, varnishes	+22	+5	+22	+18	+4	-	-	-	-
Other chemicals, allied products	+31	+1	+29	+57	+22	-	-	-	-
Tobacco, tobacco products	+10	+10	+10	+7	+4	+10	-1	+7	-1
Dry goods, apparel, total	+13	-2	+13	(S)	(S)	+12	-3	(S)	(S)
Apparel and accessories, hosiery, lingerie, footwear	+10	-7	+10	(S)	(S)	-	-	-	-
Dry goods, notions	+18	+3	+19	(S)	(S)	-	-	-	-
Piece goods converters	+11	0	+7	(S)	(S)	-	-	-	-
Paper, paper products, excluding wallpaper, total	+27	+7	+25	+19	+3	+25	+1	+20	+2
Paper	+28	+8	+27	+20	+3	-	-	-	-
Stationery, office supplies	+23	+3	+18	+18	+2	-	-	-	-
Farm products (raw materials), total[2]	+49	+2	+68	+13	-16	+53	-6	+14	-2
Cotton	+87	-3	+61	+27	-18	-	-	-	-
Grain	+59	+4	+81	+12	-20	-	-	-	-
Other nondurable goods, total	+46	-4	+51	+18	+2	+46	-3	+18	+2
Amusement, sporting goods	+35	+4	+20	+17	+4	-	-	-	-
Books, magazines, newspapers	+14	+5	+10	-2	+5	-	-	-	-
Coal	+214	+14	+158	(S)	(S)	-	-	-	-
Farm supplies	+12	-9	+30	+34	0	-	-	-	-

S Does not meet publication standards because of extreme variability or high nonresponse rate.

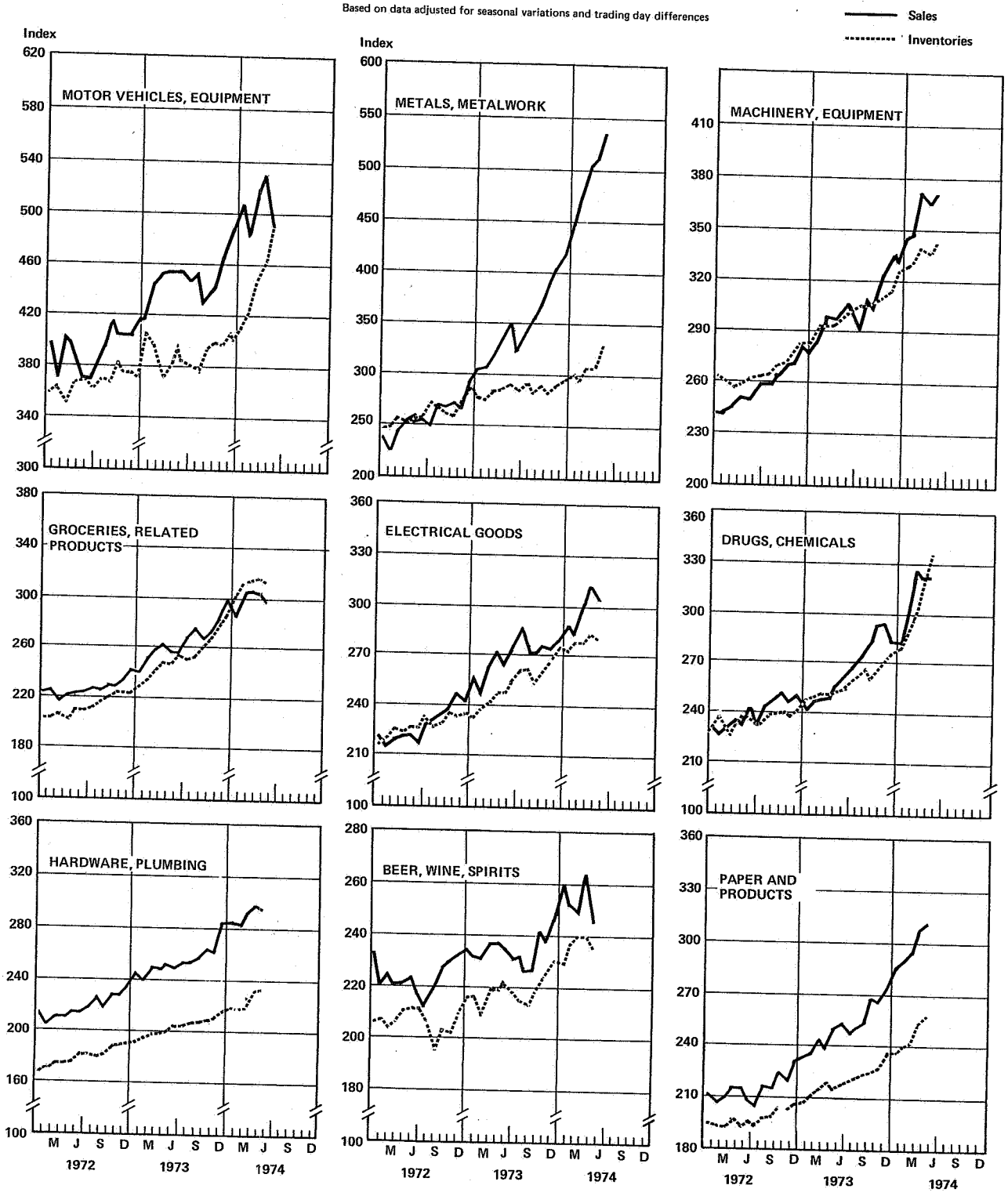
[1]Adjusted for seasonal variations and, in the case of sales, also for trading day differences. Adjusted data not available for all kinds of business, only for the summary kind-of-business groups shown. [2]There are indications that the seasonal adjustment factors for this trade group may not reflect recent trends. The seasonally adjusted data for this trade group and also for the summary group totals should, therefore, be used with caution.

r Revised

Sales and Inventories of Merchant Wholesalers in Selected Kinds of Business: 1972, 1973 and 1974

1957-1959 Monthly average=100

Based on data adjusted for seasonal variations and trading day differences



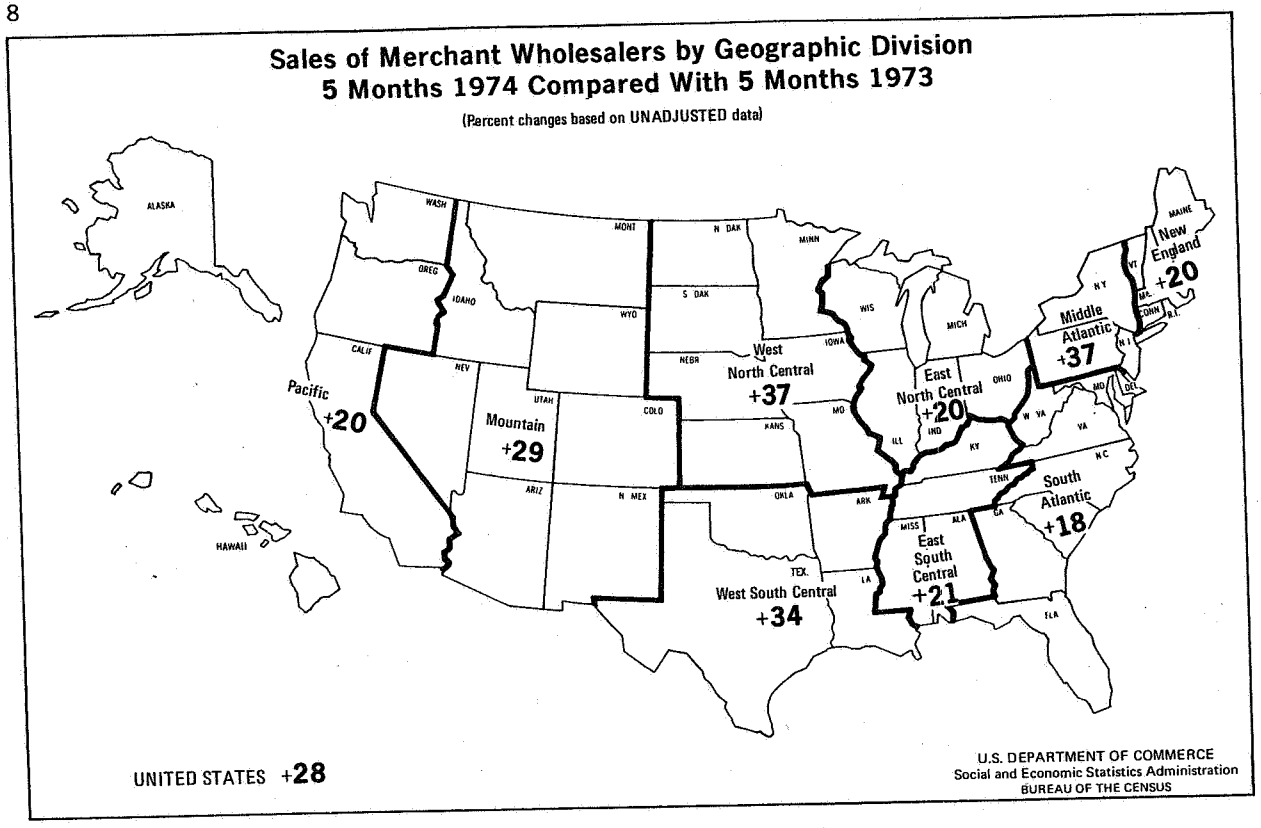


Table 6. Estimated Monthly Sales of Merchant Wholesalers and Sampling Errors, Geographic Division: 1973 and 1974

(Sales, in millions of dollars, are NOT ADJUSTED for seasonal variations or trading day differences; sampling errors in percent)

Kind of business and geographic division	1974					1973								Total 5 months		Sampling error of the estimate	
	Jan.	Feb.	Mar.	Apr.	May[1]	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1974	1973	Range	Median
MERCHANT WHOLESALERS, TOTAL	33,694	32,730	37,586	38,002	38,854	31,232	30,104	29,892	32,391	29,849	34,067	33,895	32,834	180,870	141,833	0.8-0.9	0.8
New England	1,458	1,323	1,509	1,615	1,680	1,372	1,356	1,363	1,527	1,347	1,466	1,480	1,432	7,585	6,292	3-4	4
Middle Atlantic	9,381	9,334	11,109	10,993	11,012	8,215	7,936	7,801	8,485	8,002	9,070	9,432	9,158	51,829	37,873	1-2	2
East North Central	5,700	5,328	6,142	6,511	6,762	5,574	5,296	5,367	5,831	5,330	5,969	5,830	5,612	30,444	25,282	2-2	2
West North Central	3,070	2,994	3,484	3,391	3,509	2,699	2,625	2,714	3,002	2,806	3,142	3,056	2,927	16,447	12,030	2-3	2
South Atlantic	3,400	3,271	3,685	3,668	3,756	3,236	3,231	3,174	3,284	2,914	3,534	3,516	3,399	17,781	15,002	2-3	3
East South Central	1,832	1,751	1,955	1,977	2,034	1,725	1,583	1,675	1,707	1,666	1,952	1,917	1,700	9,551	7,870	4-6	5
West South Central	2,997	3,088	3,408	3,416	3,580	2,805	2,709	2,613	2,895	2,568	2,999	2,886	2,972	16,489	12,269	2-5	3
Mountain	1,141	1,065	1,164	1,220	1,249	978	974	1,007	1,095	988	1,116	1,088	1,125	5,840	4,519	3-5	4
Pacific	4,715	4,574	5,132	5,212	5,273	4,629	4,394	4,177	4,563	4,228	4,819	4,688	4,508	24,903	20,696	2-4	3
DURABLE GOODS, TOTAL	14,682	14,103	16,628	17,722	18,200	14,828	14,567	14,073	14,958	13,739	15,463	14,971	13,894	81,335	66,056	1.3-1.6	1.5
New England	661	608	723	786	815	675	673	636	694	640	720	730	665	3,592	2,994	4-6	5
Middle Atlantic	3,442	3,281	4,052	4,261	4,432	3,434	3,329	3,238	3,363	3,072	3,529	3,550	3,160	19,469	15,233	2-4	3
East North Central	2,829	2,613	3,088	3,404	3,471	2,713	2,624	2,669	2,870	2,657	2,991	2,865	2,650	15,405	12,333	2-5	3
West North Central	959	967	1,154	1,212	1,178	942	939	947	987	989	1,045	993	885	5,471	4,169	4-7	5
South Atlantic	1,652	1,567	1,806	1,911	1,989	1,750	1,745	1,646	1,767	1,588	1,790	1,758	1,616	8,924	7,897	3-6	4
East South Central	662	666	754	805	807	729	734	684	730	714	759	675	628	3,694	3,185	5-7	6
West South Central	1,484	1,483	1,698	1,791	1,961	1,494	1,499	1,452	1,520	1,343	1,528	1,426	1,421	8,417	6,524	2-5	3
Mountain	519	519	622	648	680	520	544	560	589	516	569	561	549	2,989	2,378	5-8	5
Pacific	2,476	2,399	2,730	2,904	2,868	2,570	2,480	2,240	2,438	2,220	2,530	2,415	2,318	13,376	11,343	3-6	4
NONDURABLE GOODS, TOTAL	19,012	18,627	20,958	20,280	20,654	16,404	15,537	15,819	17,433	16,110	18,604	18,924	18,940	99,534	75,777	1.2-1.5	1.2
New England	797	715	786	829	865	697	683	727	832	707	746	750	767	3,993	3,298	6-8	6
Middle Atlantic	5,939	6,052	7,057	6,733	6,580	4,781	4,607	4,562	5,123	4,930	5,541	5,883	5,998	32,360	22,641	2-2	2
East North Central	2,871	2,715	3,054	3,107	3,291	2,861	2,672	2,698	2,961	2,674	2,978	2,965	2,962	15,039	12,948	2-4	3
West North Central	2,111	2,027	2,329	2,179	2,331	1,757	1,686	1,767	2,015	1,817	2,097	2,064	2,042	10,977	7,861	3-5	3
South Atlantic	1,748	1,704	1,878	1,757	1,767	1,486	1,486	1,528	1,516	1,326	1,744	1,758	1,783	8,856	7,105	3-5	4
East South Central	1,170	1,085	1,200	1,172	1,227	995	849	991	977	952	1,193	1,243	1,072	5,857	4,685	4-6	5
West South Central	1,513	1,605	1,711	1,624	1,619	1,310	1,210	1,161	1,375	1,225	1,471	1,461	1,550	8,072	5,745	4-6	4
Mountain	622	547	542	572	570	457	430	448	506	472	947	527	576	2,852	2,141	3-6	5
Pacific	2,239	2,175	2,402	2,307	2,406	2,059	1,914	1,937	2,126	2,008	2,288	2,274	2,190	11,527	9,353	2-5	4

Note: Detail may not add to totals due to rounding and minor revisions.

[1]Preliminary estimate. See page 12, Estimating Procedures.

Table 7. Percent Changes in Sales and Inventories of Merchant Wholesalers, and Sampling Errors, by Geographic Divisions for Selected Kinds of Business: May 1974

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in-- Sales: May 1974 from-- May 1973	Sales: May 1974 from-- April 1974	Sales: 5 months 1974 from 5 months 1973	Inventories: May 1974 from-- May 1973	Inventories: May 1974 from-- April 1974	Sampling errors of the ratio corresponding to the percent change in columns--[2]				
	A	B	C	D	E	A	B	C	D	E
MERCHANT WHOLESALERS, TOTAL	+24	+2	+28	+17	+1	0.9	0.4	0.8	0.8	0.2
New England	+22	+4	+20	+24	+2	4.4	1.5	3.1	3.6	0.4
Middle Atlantic	+34	0	+37	+18	+2	1.4	0.8	3.3	1.5	0.6
East North Central	+21	+4	+20	+19	-1	2.1	1.1	1.6	1.5	0.6
West North Central	+30	+3	+37	+17	+1	3.2	1.6	2.7	3.1	0.8
South Atlantic	+16	+2	+18	+20	+2	2.2	1.0	3.2	1.7	0.7
East South Central	+18	+3	+21	+6	-3	3.4	1.6	2.7	2.2	0.7
West South Central	+28	+5	+34	+19	+1	2.3	1.2	3.4	2.7	0.6
Mountain	+28	+2	+29	+12	0	4.4	2.6	7.0	4.6	1.0
Pacific	+14	+1	+20	+16	+1	3.6	1.5	2.8	3.3	0.8
Durable goods, total	+23	+3	+23	+16	+2	1.4	0.7	1.0	1.0	0.3
New England	+21	+4	+20	+25	+1	7.7	2.7	4.1	3.7	0.9
Middle Atlantic	+29	+4	+28	+13	+3	2.7	1.3	2.8	1.9	0.8
East North Central	+28	+2	+25	+19	0	3.1	1.6	2.3	1.9	0.9
West North Central	+25	-3	+31	+19	+3	3.9	2.5	2.8	3.8	0.7
South Atlantic	+14	+4	+13	+19	+2	3.1	1.6	4.1	2.5	0.8
East South Central	+11	0	+16	+12	-1	4.4	2.5	5.0	3.5	0.8
West South Central	+31	+9	+29	+14	+3	3.4	1.4	4.3	3.4	0.7
Mountain	+31	+5	+26	+12	0	6.8	4.4	5.9	5.8	1.2
Pacific	+12	-1	+18	+14	+1	6.7	2.0	3.7	3.1	1.5
Nondurable goods, total	+26	+2	+31	+19	-1	1.3	0.6	1.2	1.3	0.3
New England	+24	+4	+21	+21	0	5.0	1.9	6.3	6.5	1.6
Middle Atlantic	+38	-2	+43	+23	-1	1.7	1.1	4.7	3.6	0.6
East North Central	+15	+6	+16	+17	-4	2.6	1.4	2.5	2.4	0.6
West North Central	+33	+7	+40	+15	-3	3.9	1.7	3.9	5.4	1.3
South Atlantic	+19	0	+25	+22	-1	2.7	1.4	2.9	2.3	0.8
East South Central	+23	+5	+25	-2	-6	4.0	1.5	3.7	2.6	0.9
West South Central	+24	0	+40	+24	-3	3.2	1.8	5.3	3.5	1.0
Mountain	+24	0	+33	+11	-4	5.0	1.9	11.5	6.7	1.9
Pacific	+17	+4	+23	+17	-1	3.2	1.4	3.6	5.1	1.6
Automotive equipment, tires, tubes	0	+3	+5	+12	+1	3	2	3	3	1
New England	(S)	+12	(S)	(S)	+1	-	4	-	-	1
Middle Atlantic	-18	-1	-11	-7	+1	9	5	5	8	1
East North Central	+16	+4	+16	+14	-1	8	3	7	7	1
West North Central	+3	+6	+17	+6	0	9	4	7	9	2
South Atlantic	-6	+4	+1	+11	+4	8	3	6	6	3
East South Central	(S)	+4	+24	+36	-1	-	4	8	9	3
West South Central	+6	+4	+6	+19	+1	9	4	7	8	1
Mountain	(S)	+4	(S)	(S)	+1	-	6	-	-	2
Pacific	-15	-2	-8	+14	-1	9	3	5	9	2
Electrical supplies, apparatus	+24	-1	+25	+18	+3	3	1	3	2	1
New England	(S)	-11	+9	(S)	(S)	-	3	7	-	1
Middle Atlantic	+21	-2	+18	+14	+3	7	4	4	6	1
East North Central	+32	-2	+28	+17	+1	6	2	5	6	1
West North Central	(S)	(S)	+24	+20	+2	-	3	6	7	1
South Atlantic	+33	+2	+19	+32	+2	7	3	5	5	1
East South Central	(S)	-8	+24	(S)	+2	-	4	8	-	2
West South Central	+27	+5	+35	(S)	(S)	8	3	6	8	1
Mountain	(S)	+2	(S)	(S)	+7	-	2	-	-	1
Pacific	+10	-7	+18	+21	+2	7	3	3	6	1
Electrical appliances, TV, radio sets, electronic parts equipment	+8	-2	+6	+10	+1	3	2	2	3	1
New England	(S)	-10	(S)	(S)	+10	-	5	-	-	3
Middle Atlantic	+8	-3	+6	(S)	(S)	7	5	4	8	2
East North Central	+16	-4	+11	+24	0	8	4	5	7	2
West North Central	(S)	-2	+11	(S)	-1	-	5	5	-	2
South Atlantic	+4	+4	-2	-8	-1	8	3	7	7	2
West South Central	+9	+9	+4	-2	+2	7	2	6	9	2
Mountain	(S)	+4	(S)	(S)	0	-	3	-	-	3
Pacific	(S)	0	0	(S)	+3	-	3	7	-	3
Furniture, home furnishings, total	+10	+3	+7	+14	0	6	2	2	7	1
New England	(S)	+3	(S)	(S)	(S)	-	5	-	-	4
Middle Atlantic	+20	+3	+12	+16	0	7	4	5	6	2
East North Central	(S)	+5	+4	(S)	-2	-	4	8	-	4
South Atlantic	(S)	+2	+24	(S)	+1	-	5	8	-	4
East South Central	(S)	-6	-17	(S)	+3	-	5	7	-	3
West South Central	-12	0	(S)	(S)	+3	9	6	-	-	2
Mountain	(S)	-1	(S)	(S)	-4	-	6	-	-	4
Pacific	+11	+10	+7	+11	-1	9	4	7	7	2
Hardware	+26	+3	+25	+17	+1	2	1	2	1	1
New England	(S)	+7	(S)	(S)	+9	-	6	-	-	2
Middle Atlantic	+8	-7	+22	+6	0	7	4	7	7	1
East North Central	+17	+3	+22	+18	-1	5	3	4	5	1
West North Central	+29	+3	+26	+16	+4	5	3	4	6	1
South Atlantic	+13	+6	+15	+6	-1	8	3	5	9	2
East South Central	+33	+3	+24	+29	-1	6	4	5	6	1
West South Central	(S)	+1	+46	+24	+3	-	3	6	7	1
Mountain	(S)	+8	(S)	(S)	+2	-	4	-	-	2
Pacific	+60	+13	+31	+23	+1	8	2	6	6	1
Plumbing and heating equipment, supplies	+16	+2	+14	+13	+2	4	2	5	2	1
New England	(S)	+1	(S)	(S)	+2	-	4	-	-	2
Middle Atlantic	+24	+8	+16	+13	+2	7	4	6	8	1
East North Central	+1	-4	+10	+7	+2	7	5	6	5	2

See footnotes at end of table.

Table 7. Percent Changes in Sales and Inventories of Merchant Wholesalers, and Sampling Errors, by Geographic Divisions for Selected Kinds of Business: May 1974—Continued

(Based on data NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business and geographic division[1]	Percent change in-- Sales: May 1974 from-- May 1973	Sales: May 1974 from-- April 1974	Sales: 5 months 1974 from 5 months 1973	Inventories: May 1974 from-- May 1973	Inventories: May 1974 from-- April 1974	Sampling errors of the ratio corresponding to the percent change in columns--[2]				
	A	B	C	D	E	A	B	C	D	E
Plumbing and heating equipment, supplies--Continued										
West North Central	(S)	+3	+29	+20	+3	-	3	4	8	2
South Atlantic	(S)	-1	0	+6	0	-	5	7	8	2
East South Central	(S)	0	(S)	(S)	+1	-	6	-	-	2
West South Central	(S)	+1	(S)	+24	+8	-	6	-	9	3
Pacific	+12	-1	(S)	+14	+2	9	4	-	7	2
Lumber, construction materials, total	+1	+6	-2	+9	+4	3	2	4	3	1
New England	(S)	+6	(S)	(S)	-3	-	4	-	-	4
Middle Atlantic	+29	+20	+12	+26	+21	8	4	8	7	2
East North Central	+2	-1	-1	+14	-3	8	3	6	6	2
West North Central	+17	+7	+13	+18	0	9	5	9	8	2
South Atlantic	-5	-3	-1	(S)	0	9	3	6	-	3
East South Central	(S)	+6	(S)	(S)	+5	-	5	-	-	2
West South Central	(S)	+1	(S)	(S)	+6	-	4	-	-	2
Pacific	-5	+6	-6	(S)	-3	7	5	6	-	4
Industrial machinery, equipment supplies distribution	+21	+8	+23	+15	0	4	3	2	4	1
Middle Atlantic	(S)	(S)	+19	+3	-5	-	5	8	7	3
East North Central	(S)	+1	+16	+23	-2	-	5	6	8	2
South Atlantic	(S)	+2	+3	+10	+1	-	5	7	8	2
West South Central	(S)	+20	+45	+18	+5	-	5	8	7	2
Pacific	+10	+8	+24	+20	0	9	6	3	6	2
General-line grocery wholesalers	+20	+5	+20	+27	0	1	1	2	2	1
New England	(S)	+7	+32	(S)	-1	-	3	7	-	2
Middle Atlantic	+25	+4	+22	+22	+2	5	1	3	7	2
East North Central	+20	+6	+19	+28	-4	4	1	4	4	1
West North Central	+16	+4	+19	+29	-2	4	1	3	5	1
South Atlantic	+26	+3	+23	+28	0	8	2	6	7	2
East South Central	+17	+9	+18	+16	-3	7	2	9	9	1
West South Central	+24	+10	+22	+33	+7	6	2	3	7	1
Mountain	-9	+4	(S)	+17	0	5	2	-	6	1
Pacific	+16	+5	+24	+30	0	5	1	2	5	1
Specialty-line grocery wholesalers	+25	0	+29	+30	-2	4	2	1	4	1
Middle Atlantic	+30	-3	+43	(S)	(S)	5	2	2	5	3
East North Central	+17	-2	+13	(S)	-1	8	3	8	-	4
West North Central	(S)	0	+30	+37	+2	-	2	4	9	1
South Atlantic	+10	+1	+16	+5	-4	8	3	7	8	2
East South Central	(S)	+2	+16	(S)	+2	-	6	7	-	4
West South Central	(S)	+6	(S)	(S)	+1	-	6	-	-	3
Mountain	(S)	+11	(S)	(S)	(S)	-	5	-	-	4
Pacific	(S)	+10	+30	(S)	0	-	7	8	-	3
Fresh fruit, vegetable wholesalers	+13	+16	+10	+27	-1	3	2	3	4	1
New England	(S)	+31	+11	(S)	(S)	-	6	8	-	-
Middle Atlantic	+4	+18	-2	(S)	-3	8	4	8	-	4
East North Central	+15	+23	+9	+18	+5	8	3	4	7	3
West North Central	(S)	-9	+7	+35	-7	-	3	8	8	3
South Atlantic	+24	+11	+8	+53	+4	8	4	6	9	3
East South Central	(S)	+9	(S)	(S)	-7	-	5	-	-	5
West South Central	(S)	+36	+18	(S)	-8	-	3	4	-	3
Mountain	(S)	+8	(S)	(S)	-2	-	3	-	-	3
Pacific	+22	+3	(S)	(S)	-2	8	4	-	-	4
Drug wholesalers (general and specialty lines)	+19	-3	+21	+26	+2	3	2	4	3	1
New England	0	-2	(S)	(S)	+3	9	3	-	-	2
Middle Atlantic	+39	-4	(S)	(S)	-2	8	5	-	-	2
East North Central	+22	-1	+22	+38	+4	6	2	9	6	2
West North Central	+17	-2	+14	+18	0	8	4	5	9	2
South Atlantic	+16	-5	(S)	-1	+2	6	4	-	8	2
East South Central	(S)	+1	+10	(S)	+1	-	3	4	-	3
West South Central	+11	+3	+7	+13	-2	6	2	4	7	1
Mountain	(S)	-4	(S)	(S)	-4	-	2	-	-	3
Pacific	+2	-5	(S)	-4	+1	8	4	-	9	2
Tobacco distributors	+10	+10	+10	+7	+4	2	1	2	3	1
New England	(S)	+8	+8	(S)	(S)	-	2	8	-	2
Middle Atlantic	+7	+6	+12	0	+3	5	2	5	7	1
East North Central	+16	+19	+11	+6	+4	7	2	3	6	2
West North Central	+25	+8	+13	(S)	+2	9	2	7	-	1
South Atlantic	-2	+4	-3	+12	+2	6	2	5	7	1
East South Central	+60	+13	+34	+37	+2	8	2	6	9	3
West South Central	-2	+5	+8	-1	+2	9	1	4	9	1
Mountain	(S)	+11	+33	(S)	0	-	3	9	-	1
Pacific	+1	+8	+9	-2	+3	7	1	3	9	3
Dry goods, apparel wholesalers	+13	-2	+13	(S)	(S)	5	2	3	8	1
Middle Atlantic	+11	-1	+8	(S)	(S)	6	2	4	7	1
East North Central	-6	-14	0	(S)	(S)	-	6	9	9	2
East South Central	+3	-4	(S)	(S)	(S)	3	5	-	-	2
West South Central	(S)	(S)	(S)	(S)	(S)	-	-	-	-	2

Note: Data at the United States level are generally more reliable than data by geographic division. In those kinds of business where the geographic division trends are subject to a high sampling error, it may be desirable to use the United States total trends for the kinds of business rather than the geographic division trends.

S Does not meet publication standards because of extreme variability or high nonresponse rate.

[1]See map page 8.

[2]The sampling errors (in percent) shown in the above table columns A, B, D, and E are based on medians of measurements on data for March, June, September and December 1971 and March 1972. Column C shows the sampling errors for cumulative sales trends for March 1974. For use of these sampling errors, see Use of Sampling Errors page 13.

Description of Sample, Estimating Procedures, and Reliability of the Data

1. Scope of Survey

Wholesalers are defined in the Standard Industrial Classification Manual issued by the Office of Management and Budget, Executive Office of the President, as "establishments or places of business primarily engaged in selling merchandise to retailers; to industrial, commercial, institutional, farm, or professional business users; or to other wholesalers; or acting as agents or brokers in buying merchandise for or selling merchandise to such persons or companies. The principal types of establishments included are: (1) merchant wholesalers--wholesalers who take title to the goods they sell such as wholesale merchants or jobbers, industrial distributors, voluntary group wholesalers, exporters, importers, cash-and-carry wholesalers, drop shippers, wagon distributors, retailer cooperative warehouses, terminal elevators, and cooperative buying associations; (2) sales branches and sales offices (but not retail stores) maintained by manufacturing or mining enterprises apart from their plants or mines for the purpose of marketing their products; (3) agents, merchandise or commodity brokers, and commission merchants; (4) petroleum bulk stations; and (5) assemblers, buyers, and associations engaged in the cooperative marketing of farm products."

This survey is limited to merchant wholesalers, which constitute the major portion of the broad field of wholesale trade, and excludes the other types of wholesale trade such as manufacturers' sales branches and sales offices, petroleum bulk stations, agents and brokers and assemblers of farm products. All kinds of business in which merchant wholesalers operate are represented in this survey. A description of each kind-of-business classification shown in this report is included on pages 17 through 20.

Firms which, in addition to merchant wholesale establishments, operate other types of establishments (e.g., retail, manufacturing, etc.) report in this survey only for their merchant wholesale establishments.

2. Sample Design

Firms reporting in the survey are part of a probability sample representing merchant wholesalers in all kinds of business. The revised sample, introduced in February 1966, includes over 17,000 firms drawn from two sources: (1) 1963 Census of Business lists representing all wholesalers (with paid employees) in business in 1963 and (2) Social Security Administration (SSA) lists of wholesalers (with paid employees) entering business (or requesting new Employer Identification Numbers) since 1963. The sample is supplemented monthly for new firms on the SSA lists.

The reporting panel includes a fixed panel of about 1,000 very large firms reporting monthly and four rotating panels each containing about 4,000 smaller firms which report every fourth month. In any given month, the total reporting panel includes about 5,000 firms.

The sample of 5,000 firms in any 1 month is the maximum that can be canvassed within budgetary limitations. This size sample provides the basis for reliable national estimates and, as a byproduct, geographic division estimates for a number of kinds of business. The number of firms selected for each kind of business varies from 50 to 650 firms, depending upon the total number of firms in the trade and their distribution by sales size. In those kinds of business for which percentage changes are shown by geographic division, the sample chosen for the national estimates was increased somewhat to provide wider representation by geographic division. For other trades, however, data are not shown separately for some or all geographic divisions because it would have required a considerable increase in the sample size to provide reliable results.

The revised sample is similar in design to the previous sample which was selected from 1958 Census of Business lists supplemented by SSA records of business births.

3. Previously Published Data

Data developed from the new sample are not comparable with data previously published in this series. Approximate measures of the differences in level between the two series, based on the January 1966 survey are available upon request. The differences between results of the old and new samples are attributable, in part, to sampling error in the monthly estimates (see item 7) and, in part, to changes in the kind-of-business classification of individual firms from one census year to another.

To meet the needs of users for long range comparative data, the Bureau of the Census, together with the Bureau of Economic Analysis, has adjusted to old series data from 1959 to 1965 for major kind-of-business groups on the basis of relationships established between new and old sample data for the first 6 months of 1965. These data are available in a Supplement to the Monthly Wholesale Trade Report, issued January 13, 1967.

4. Currently Published Data

Sales.--Sales include sales of merchandise and receipts from repairs or other services to customers, after deducting returns and allowances, and discounts. Sales of merchandise for others on a commission basis are also included. Local and State sales taxes and Federal excise taxes are included.

Table 1 shows unadjusted monthly dollar volume estimates of sales for the United States, including detail for 44 individual kinds of business, as well as for kind-of-business groups. Table 4 shows monthly sales estimates adjusted for seasonal variation and trading day differences, for summary totals and for kind-of-business groups. Adjusted sales data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows sales trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 1 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurements of trend are considered to have acceptable reliability. Table 6 shows sales estimates by geographic division for the durable goods trades, nondurable goods trades, and for all trades combined. Table 7 shows sales trends by geographic divisions, based on unadjusted dollar volume estimates, for 14 kinds of business and for all kinds of business combined.

Inventories.--Inventories represent stocks, at cost, of merchandise on hand for sale at the end of the month. These do not include goods held on a consignment basis, nor do they include items not held for sales, such as fixtures, equipment, and supplies.

Table 2 shows unadjusted monthly dollar volume estimates of inventories in the United States for 11 individual kinds of business, as well as kind-of-business groups and summary totals, while table 4, which shows monthly inventory estimates adjusted for seasonal variation, is limited to the group and summary totals. Adjusted inventory data are not available at this time for the more detailed kinds of business for which unadjusted data are published.

Table 5 shows inventory trends, based on both the unadjusted and adjusted dollar volume estimates shown in tables 2 and 4. Trend figures are also shown for some kinds of business for which the dollar volume estimates are not published because they are subject to high sampling variability or other causes affecting the reliability of the estimates, but where the measurement of trends are considered to have acceptable reliability. Table 7 shows inventory trends by geographic division for selected kinds of business, based on unadjusted dollar volume estimates.

Farm products (raw materials) merchants carry substantial inventories which are frequently subject to sharp fluctuations. Because these movements could dominate the totals for merchant wholesalers and the nondurable goods group, and thus conceal significant movements of other wholesalers, separate data are shown for these totals and for the totals, excluding farm products (raw materials). Separate inventory estimates are not shown for the farm products (raw materials) group because of high sampling variability. However, trend information is shown in table 5.

Stock-sales ratios.--The stock-sales ratios are percentages derived by dividing the dollar volume of inventories, at cost, by the dollar volume of sales. No adjustment is made in these ratios for the markup in sales which varies from trade to trade.

Table 3 shows stock-sales ratios for the kinds of business for which unadjusted inventory estimates are prepared, while table 4 presents stock-sales ratios based on adjusted data for the summary kind-of-business groups for which seasonally adjusted inventory estimates are prepared.

Adjustment for seasonal variations and trading day differences.--The seasonal adjustment factors used to adjust the sales and inventory data in this report were developed by the Bureau of the Census, using the X-11 version of Census Method II seasonal adjustment program. A description of this technique may be obtained from the Chief, Statistical Indicators Division, Bureau of Economic Analysis. Table 8 shows the factors used to adjust the data; measures of average month-to-month change and related summary measures are available upon request.

5. Unpublished Data

Selected additional data, such as dollar-volume sales and inventories for some kinds of business 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, basically because their sampling variability is so high relative to the changes from month-to-month, or between other periods, that might be anticipated actually to occur, as to make them potentially misleading. The Bureau of the Census will, on request, release such figures for individual use, though not for publication.

It should be noted that in some cases figures for an individual kind of business can be derived from the Monthly Wholesale Trade Report itself by subtracting figures for certain published kinds of business from their respective kind-of-business group totals. However, in these cases, 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.

6. Estimating Procedures

Each firm selected in the sample has an assigned weight which reflects its probability of selection in the sample. Large firms are selected with certainty, thus having a weight of one (1). Other firms are sampled at varying rates, depending upon size, with smaller firms having a lower probability of selection and thus a larger weight.

For all firms reporting, data are available for two consecutive months--the current month and the previous month. For those firms that do not respond in time for tabulation, estimates, based on previously reported data, are prepared. The sales and inventory figures, reported or estimated, for each firm are multiplied by its weight (the reciprocal of its probability of selection) and the results summarized to obtain the current month and previous month unbiased estimates used in preparing the composite estimates described below:

The preliminary composite estimate for the current month is a weighted average of two estimates: (a) the current month unbiased estimate (weight .3) and (b) a ratio estimate (weight .7) obtained by multiplying the preliminary composite estimate for the previous month by the current to previous month ratio obtained from the current month reports.

The final composite estimate (available a month later) is also a weighted average of two estimates: (a) the preliminary composite estimate for a given month (weight .72) and (b) the unbiased estimate (weight .28)

for the same month as obtained from the next month's reporting panel.

The preliminary composite estimates provide a measure of the dollar volume estimates of sales and inventories considerably more reliable than the unbiased estimates and the final composite estimates are generally more reliable than the preliminary composite estimates. Because of the occurrence of relativity large differences between preliminary and final inventory composite estimates, preliminary inventory dollar volume estimates are modified prior to publication on the basis of past relationships between preliminary and final estimates.

7. Reliability of the Data

Estimates based on a sample are subject to sampling variability and thus are not expected to be in exact agreement with a complete census taken with the same enumeration procedures. For all trades combined, the sampling variability of the dollar level of the composite sales estimates for any individual month is about 0.8 percent at the one-sigma level. That is to say, the chances are about two out of three that the estimated sales shown would be within 0.8 percent of the results of a complete enumeration. The median sampling error of the inventory estimates for all trades combined is 0.9 percent.

Sampling errors have been computed by kind of business for the monthly estimates of sales and inventories and for the ratios of current month to previous month sales and inventories. Table 9 presents the range of the sampling errors and their medians; however, the sampling errors for individual months are available upon request. The sampling errors shown for the monthly dollar estimates are based on the final composite estimates, while the sampling errors of the month-to-month ratios are based on the preliminary composite estimates of the current month and the final composite estimates of the previous month and the year-ago month. The sampling errors of the preliminary composite estimates are not shown, but would generally be slightly higher than those shown for the final composite estimates. The sampling errors of month-to-month ratios based on the final estimates would be somewhat higher than those shown in table 9. Sampling errors of the sales and inventory data by geographic division are included in tables 6 and 7.

Sampling errors are themselves subject to sampling variability and thus should be regarded as giving a general rather than exact idea of the variability due to sampling. They may also vary as a result of seasonal or cyclical fluctuations.

These measures of sampling variability do not include biases that may arise from nonsampling errors, such as the failure of respondents to submit correct figures or to submit reports in time for tabulation. In preparing the dollar volume estimates, estimates are included for those firms that fail to respond. To the extent that the estimates for these firms may differ from the actual figures, nonresponse affects the reliability of the dollar volume estimates. As a result, dollar volume estimates are not published separately in some trades where the nonresponse rate was considered too high to provide reliable level estimates. At the national level, about 10 percent of total sales and 23 percent of total inventories are currently imputed for nonresponse. In some geographic divisions the nonresponse may be higher. Biases may also arise due to the use of estimates by respondents. This probably occurs more often in the case of inventories than for sales, reflecting the fact that inventory records are not kept by all businesses on a monthly basis to the same extent as for sales.

For kinds of business where estimates appear to be subject to high sampling variability, or to considerable bias, dollar volume figures are not published. However, as the effect of such variability or bias is less serious for short range comparisons than for long range ones, trend figures based on the unpublished dollar volume estimates are provided where such trend figures are within acceptable standard of reliability.

8. Use of Sampling Errors

The use of sampling errors shown in table 9 is illustrated by the following computation: Multiply the median sampling error by the estimate (whether it is a dollar volume estimate or a ratio). Add and subtract the resulting product from the published estimate. The resulting range of the estimate is expected to include the "expected value" (that is, the value which could be obtained from a complete enumeration) about two out of three times. Doubling the median sampling error and repeating the above process will give a range which will include the "expected value" about 19 out of 20 times.

To illustrate the computation of these ranges for monthly dollar volume estimates, consider the sales estimates made for all durable goods in June 1973. The published estimate is $14,567 million while the median sampling error shown in this report is 2.4 percent or .024. Multiplying $14,567 million by .024 we obtain $350 million. Thus the chances are two out of three that the "expected value" of the estimate is between $14,217 and $14,917 million. Doubling the given median sampling error gives us limits $13,868 to $15,266 million, which will contain the "expected value" 19 out of 20 times.

As an example in the use of these median sampling error data with ratios, consider the ratio of change from July 1973 to August 1973 for durable goods sales. This ratio of change, obtained by dividing $14,958 million by $14,073 million is 1.0628 (it can also be expressed as a 6.3 percent increase). The median sampling error of this ratio is 0.7 percent (.007). Multiplying 1.0628 by .007, we obtain .0074 as the standard error of the ratio. There is a probability of two out of three that the "expected ratio" is contained in the range 1.0554 to 1.0702 (that is to say, that the July to August change was between a 5.5 and a 7.0 percent increase), while there is a probability of 19 out of 20 that the "expected ratio" is contained in the range 1.0480 to 1.0776.

Table 8. Seasonal Adjustment Factors for Sales and Inventories of Merchant Wholesalers: January 1973-December 1974

Kind of business	1973											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales											
MERCHANT WHOLESALERS, TOTAL	95.0	89.9	101.8	97.0	104.6	102.2	98.4	106.5	97.8	107.3	102.2	96.1
TOTAL (excluding farm products, raw materials)	94.1	89.2	101.6	98.4	104.9	103.2	98.6	107.0	98.2	107.2	101.3	95.1
DURABLE GOODS, TOTAL	91.4	89.1	100.8	100.3	106.1	105.4	100.0	107.3	98.5	107.5	100.7	91.3
Motor vehicles, automotive equipment	94.0	90.1	101.2	103.4	109.3	107.5	103.6	105.9	94.2	105.3	97.7	87.7
Electrical goods	91.4	89.7	99.0	92.4	96.1	102.2	100.0	106.6	100.9	111.8	108.4	100.4
Furniture, home furnishings	84.8	85.8	103.4	98.7	102.5	100.8	98.4	110.5	101.5	113.7	106.8	91.5
Hardware, plumbing, heating equipment	87.6	87.9	97.9	99.4	106.3	107.7	103.2	110.1	99.9	109.1	102.0	87.3
Lumber, construction materials	82.1	81.9	96.3	99.4	109.4	109.4	105.3	115.1	102.6	112.2	101.1	85.7
Machinery, equipment, supplies	93.0	90.6	102.3	101.3	107.4	106.4	98.5	105.1	98.8	104.7	96.9	94.1
Metals, metalwork (except scrap)	100.1	88.9	103.4	101.8	107.9	104.3	99.0	107.8	96.3	102.5	96.5	88.3
Scrap, waste materials	96.7	94.3	106.0	109.3	112.0	105.5	95.3	101.3	91.8	107.3	91.8	86.7
Jewelry	80.5	85.2	100.0	94.6	92.9	91.8	75.1	100.0	107.8	121.7	123.3	116.6
NONDURABLE GOODS, TOTAL	97.4	91.0	102.2	95.4	104.2	99.5	96.9	105.1	97.0	106.4	103.7	100.2
TOTAL (excluding farm products, raw materials)	93.7	91.7	102.9	98.7	100.3	101.8	97.6	102.7	101.9	102.1	102.2	101.4
Groceries and related products	101.0	89.8	101.6	95.0	106.6	100.8	100.3	105.3	96.4	103.8	101.3	97.0
Beer, wine, distilled alcoholic beverage	80.1	80.5	96.7	90.9	108.0	107.6	99.6	108.8	95.9	106.1	108.1	117.2
Drugs, chemicals, allied products	101.3	92.7	102.4	99.8	101.8	98.4	96.1	105.1	96.6	109.1	100.2	96.1
Tobacco, tobacco products	95.4	87.2	98.3	94.4	108.3	103.3	101.6	108.5	98.0	102.6	100.4	101.5
Dry goods, apparel	97.1	96.1	102.2	92.9	93.9	98.1	94.4	115.7	104.0	111.9	105.1	87.3
Paper, paper products, excluding wallpaper	98.8	92.1	101.5	98.4	103.8	99.4	95.5	107.6	97.9	106.6	101.7	94.8
Farm products (raw materials)[1]	107.8	92.0	106.1	88.5	105.6	91.8	89.9	95.3	90.2	108.7	113.9	111.4
Other nondurable goods	91.8	94.9	106.6	101.0	102.0	96.0	94.0	101.6	100.0	105.2	102.1	101.1
	Seasonal adjustment factors for inventories											
MERCHANT WHOLESALERS, TOTAL	100.5	100.2	100.3	100.2	99.7	99.6	99.3	98.9	99.0	100.6	101.1	100.3
TOTAL (excluding farm products, raw materials)	98.8	99.0	99.7	100.4	100.5	100.8	100.6	100.1	100.1	100.6	100.2	98.9
DURABLE GOODS, TOTAL	98.8	99.3	100.0	101.2	100.7	101.0	100.9	100.6	99.6	99.6	99.2	99.1
Motor vehicles, automotive equipment	99.6	100.9	102.8	101.7	100.1	99.6	101.0	97.4	97.9	98.3	99.9	101.8
Electrical goods	98.5	97.7	99.4	98.1	100.8	101.2	100.3	99.4	102.0	103.4	101.5	97.6
Furniture, home furnishings	94.9	97.0	100.8	100.1	100.0	102.7	103.0	103.0	99.3	101.8	99.5	98.0
Hardware, plumbing, heating equipment	99.2	101.1	102.0	102.3	103.0	102.3	101.5	99.3	98.1	98.7	96.9	95.6
Lumber, construction materials	97.8	100.1	101.5	102.6	103.2	104.2	100.4	100.1	99.4	98.1	96.3	97.5
Machinery, equipment, supplies	98.1	98.5	99.3	101.8	100.7	100.9	101.8	101.6	99.7	99.1	99.6	99.1
Metals, metalwork (except scrap)	100.2	96.9	97.7	101.7	99.2	99.3	100.8	104.9	99.8	98.2	98.4	102.5
Scrap, waste materials	98.2	99.1	101.8	100.3	97.8	98.2	99.0	98.2	99.2	102.1	101.6	103.9
Jewelry	97.5	98.9	97.2	95.8	96.2	100.9	100.3	102.6	104.7	108.8	102.0	95.8
NONDURABLE GOODS, TOTAL	103.0	101.5	100.7	99.3	98.3	97.3	96.2	96.3	98.2	102.6	103.5	102.9
TOTAL (excluding farm products, raw materials)	99.1	98.2	98.8	99.1	100.2	100.6	99.7	99.3	101.3	102.8	101.8	99.1
Groceries and related products	100.4	99.2	101.7	99.6	99.5	98.2	98.9	97.7	100.6	101.8	102.0	100.4
Beer, wine, distilled alcoholic beverage	96.6	95.4	96.5	98.4	103.2	104.3	98.1	96.5	103.8	108.7	104.4	93.0
Drugs, chemicals, allied products	98.0	98.8	100.3	99.5	99.3	99.4	100.2	100.0	100.4	101.9	102.0	99.7
Tobacco, tobacco products	100.4	96.9	98.1	98.9	101.7	98.9	98.7	100.7	102.9	102.1	103.5	96.4
Dry goods, apparel	100.2	99.5	97.7	96.8	100.9	103.6	101.8	100.8	101.3	101.7	98.3	96.6
Paper, paper products, excluding wallpaper	99.6	98.6	99.9	99.5	101.3	101.2	101.8	99.9	100.4	98.6	99.3	99.4
Farm products (raw materials)[1]	127.0	119.5	109.6	97.6	87.2	80.1	78.9	79.1	81.0	101.4	115.0	121.2
Other nondurable goods	98.3	97.4	98.7	99.8	99.4	100.5	100.5	100.3	100.8	102.2	101.7	100.7

See footnotes at end of table.

Table 8. Seasonal Adjustment Factors for Sales and Inventories of Merchant Wholesalers: January 1973-December 1974—Continued

Kind of business	1974											
	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
	Seasonal and trading day adjustment factors for sales											
MERCHANT WHOLESALERS, TOTAL	95.5	90.3	99.9	100.6	105.0	98.5	101.7	103.3	99.3	106.7	99.7	98.4
TOTAL (excluding farm products, raw materials)	94.3	89.8	99.3	101.4	105.6	99.6	101.9	103.9	100.2	106.8	99.0	97.2
DURABLE GOODS, TOTAL	91.6	88.9	99.2	103.8	107.1	101.8	103.2	104.2	100.6	106.8	98.2	93.7
Motor vehicles, automotive equipment	94.1	91.4	99.9	106.4	109.8	105.3	104.9	101.5	95.6	104.0	95.4	90.1
Electrical goods	92.0	89.2	97.0	95.4	96.5	100.6	102.5	103.4	102.3	111.3	106.2	101.9
Furniture, home furnishings	86.6	86.7	103.1	99.1	102.1	99.3	99.7	104.4	103.2	114.9	104.6	94.8
Hardware, plumbing, heating equipment	89.1	87.1	96.1	101.7	107.2	104.8	105.9	107.2	101.7	110.2	98.6	89.3
Lumber, construction materials	84.3	81.1	94.5	104.6	108.9	105.9	107.0	112.7	104.0	109.9	99.1	88.3
Machinery, equipment, supplies	92.2	90.2	100.7	103.6	109.5	102.5	102.2	101.1	100.8	104.7	94.7	96.7
Metals, metalwork (except scrap)	100.3	87.9	101.4	107.4	110.1	100.9	101.8	104.2	97.9	101.8	95.0	91.2
Scrap, waste materials	95.6	95.2	108.2	112.2	115.1	102.9	98.1	97.9	92.9	101.9	90.0	89.2
Jewelry	82.6	84.7	99.9	91.4	96.2	91.8	76.8	102.9	106.7	123.3	123.8	119.5
NONDURABLE GOODS, TOTAL	98.6	91.6	99.6	98.5	103.8	96.8	99.6	101.8	98.2	106.6	101.6	102.3
TOTAL (excluding farm products, raw materials)	95.1	91.4	103.2	97.7	101.8	100.7	97.5	103.9	101.4	103.2	100.9	101.5
Groceries and related products	102.3	90.4	98.5	98.8	105.3	98.6	104.2	102.4	97.3	103.7	98.8	99.0
Beer, wine, distilled alcoholic beverage	81.8	80.7	93.8	93.3	109.4	103.6	102.7	103.5	97.1	107.6	104.5	120.9
Drugs, chemicals, allied products	100.7	92.1	99.1	102.1	101.7	96.0	98.8	101.8	100.6	109.1	97.9	98.9
Tobacco, tobacco products	96.1	87.3	94.7	98.1	108.7	98.9	105.8	104.5	99.2	104.5	97.8	104.0
Dry goods, apparel	99.2	96.4	101.1	93.4	95.1	94.1	96.2	112.4	108.0	111.4	100.6	89.6
Paper, paper products, excluding wallpaper	99.9	92.5	99.3	99.8	105.5	97.1	98.6	103.8	99.3	107.2	99.1	96.4
Farm products (raw materials)[1]	111.9	94.3	101.4	94.3	103.0	89.8	93.7	91.9	87.9	107.4	111.4	113.4
Other nondurable goods	93.4	95.7	106.2	103.4	101.8	94.3	93.7	99.1	100.5	106.3	101.0	102.7
	Seasonal adjustment factors for inventories											
MERCHANT WHOLESALERS, TOTAL	101.5	100.9	100.7	100.4	99.5	99.1	99.1	98.2	98.3	100.1	101.3	100.6
TOTAL (excluding farm products, raw materials)	99.1	99.1	99.7	100.4	100.7	100.9	101.0	99.8	99.9	100.2	100.1	98.8
DURABLE GOODS, TOTAL	98.8	99.3	100.0	101.2	100.9	101.0	101.4	100.2	99.4	99.2	99.2	99.1
Motor vehicles, automotive equipment	100.4	102.0	102.2	101.7	100.3	98.9	100.7	96.4	98.4	97.9	99.2	101.9
Electrical goods	98.0	97.2	99.7	98.0	100.6	100.8	101.6	99.2	102.1	103.0	101.9	97.5
Furniture, home furnishings	95.1	97.3	101.0	100.2	99.9	102.5	104.0	103.1	99.2	99.9	99.4	98.0
Hardware, plumbing, heating equipment	98.7	101.1	102.1	102.3	102.9	102.7	101.5	99.3	97.8	98.7	97.0	95.5
Lumber, construction materials	97.4	100.1	101.9	103.8	103.7	105.1	101.5	99.6	98.0	96.2	95.2	97.6
Machinery, equipment, supplies	98.0	98.8	99.5	101.4	100.9	101.2	101.7	101.2	99.5	98.7	99.8	99.1
Metals, metalwork (except scrap)	99.3	96.6	98.0	101.9	99.5	99.3	102.5	104.8	99.7	97.0	98.8	102.4
Scrap, waste materials	98.3	99.3	102.0	100.3	97.2	99.9	99.0	98.3	98.7	101.6	101.2	103.9
Jewelry	95.8	97.4	95.8	95.4	95.7	102.5	103.2	102.8	104.5	108.8	102.0	95.9
NONDURABLE GOODS, TOTAL	103.4	101.8	101.2	99.6	98.2	97.1	96.5	96.2	97.7	101.8	103.4	102.9
TOTAL (excluding farm products, raw materials)	99.3	98.6	99.0	99.2	100.4	100.5	99.8	99.1	100.8	102.5	101.6	99.1
Groceries and related products	99.9	98.4	101.9	99.8	99.8	98.3	98.8	97.5	100.7	101.7	102.6	100.3
Beer, wine, distilled alcoholic beverage	97.4	96.3	96.5	98.6	103.6	105.5	98.9	96.5	102.0	107.9	103.6	92.9
Drugs, chemicals, allied products	98.9	99.2	100.6	99.4	99.1	98.9	100.4	100.0	100.2	101.4	101.9	99.7
Tobacco, tobacco products	100.6	97.0	98.6	98.4	102.5	99.6	98.8	100.5	101.8	101.8	103.7	96.3
Dry goods, apparel	100.5	99.1	97.1	97.8	101.1	103.6	101.9	100.6	102.6	101.3	97.6	96.6
Paper, paper products, excluding wallpaper	99.9	98.7	100.0	100.4	101.0	101.0	101.5	99.9	100.2	98.9	98.7	99.3
Farm products (raw materials)[1]	128.5	121.9	111.7	100.8	86.0	78.3	77.8	79.5	80.1	98.7	115.2	121.1
Other nondurable goods	99.1	99.2	98.8	99.5	99.5	100.3	100.3	99.6	99.6	102.1	101.3	100.8

NOTE: The adjustment factors shown in this table have been developed from unadjusted data compiled in this survey from 1956 through 1973, using the X-11 version of Census Method II seasonal adjustment program. This technique is described in the X-11 Variant of the Census Method II Seasonal Adjustment Program, Technical Paper No. 15, Department of Commerce, Bureau of Census.

The adjustment factors shown above for sales are a combination of the seasonal and trading day factors. These are separately available, however, upon request. Adjustment factors are included in this table for some kinds of business for which adjusted data are not published separately.

Adjusted sales and inventory data shown in table 4 are obtained by dividing the unadjusted data shown in tables 1 and 2 by the adjustment factors shown above for the corresponding kinds of business. Adjusted data for the summary trade totals are obtained by summarizing the adjusted data for the individual kinds of business. Seasonal factors shown for the summary trade totals provide an approximation to these totals but may show small differences from the published data.

[1]There are indications that the seasonal adjustment factors for the farm products (raw materials) category may not reflect recent trends in this trade. The seasonally adjusted data for this category and also for the merchant wholesale and nondurable goods totals should, therefore, be used with caution.

Table 9. Sampling Variability-Estimates of Sales and Inventories of Merchant Wholesalers

Kind of business	Sales						Inventories					
	Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--				Sampling error of the monthly dollar estimates		Sampling error of the ratio of current month to--			
			Previous month		Year ago				Previous month		Year ago	
	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median	Range	Median
MERCHANT WHOLESALERS, TOTAL	1.0-1.4	1.4	0.3-0.9	0.4	0.8-1.1	0.9	0.9-1.8	1.2	0.1-0.4	0.2	0.5-1.6	0.8
TOTAL (excluding farm products, raw materials)	1.0-1.5	1.4	0.3-0.9	0.4	0.9-1.2	1.0	1.0-1.6	1.2	0.1-0.4	0.2	0.6-1.6	0.9
DURABLE GOODS, TOTAL	1.7-2.9	2.4	0.5-1.8	0.7	1.4-2.0	1.4	1.1-2.0	1.4	0.2-0.5	0.3	0.7-1.9	1.0
Motor vehicles, automotive equipment, total	6-12	8	1-8	3	4-9	6	4-7	4	0.7-2.2	1.2	2-7	2
Automobiles, other motor vehicles	-	-	1-16	3	1-17	12	-	-	1.5-5.9	2.6	2-14	5
Automotive equipment, tires, tubes	4-4	4	1-2	2	3-4	3	4-5	4	0.7-2.0	0.7	2-3	3
Automotive equipment	4-5	5	2-2	2	2-4	4	-	-	0.6-1.9	0.7	2-3	2
Electrical goods, total	2-3	2	1-1	1	2-3	2	2-3	3	0.7-1.1	0.8	2-3	2
Electrical supplies, apparatus	2-3	3	1-2	1	2-3	3	4-5	4	0.3-1.4	0.7	2-3	2
Electrical appliances, TV, radio sets, electronic parts, equipment	2-3	3	1-2	2	2-4	3	3-5	4	0.9-1.8	1.1	2-5	3
Appliances, TV, radio sets	3-4	4	2-3	2	2-5	4	-	-	1.1-2.7	1.6	3-6	3
Furniture, home furnishings, total	5-11	6	2-4	2	5-8	6	6-10	6	1.2-2.9	1.4	4-9	7
Furniture-household, office	6-8	7	2-4	2	4-6	5	-	-	0.9-1.4	1.1	3-5	4
Household furniture	-	-	2-4	3	3-6	5	-	-	1.1-1.6	1.3	5-7	6
Office furniture	-	-	2-7	4	8-11	9	-	-	1.1-3.0	1.5	6-9	6
Home furnishings, floor coverings	6-15	8	2-5	3	6-11	8	6-13	6	1.6-3.6	1.8	6-12	8
Hardware, plumbing, heating equipment, supplies, total	3-4	4	1-2	1	2-3	2	3-3	3	0.4-1.0	0.5	1-2	1
Hardware	3-4	3	1-2	1	2-3	2	3-3	3	0.5-0.8	0.6	2-3	2
General-line hardware	3-5	4	1-2	1	1-3	2	-	-	0.3-1.1	0.6	3-4	3
Plumbing and heating equipment, supplies	6-9	7	1-2	2	3-6	4	4-5	4	0.5-2.2	0.8	2-4	2
Air conditioning, refrigeration equipment, supplies	4-6	6	3-6	4	5-8	6	-	-	1.3-2.1	1.5	3-5	4
Lumber, construction materials, total	4-5	4	1-2	2	3-4	3	5-5	5	0.8-1.3	0.9	2-4	3
Lumber, millwork	5-8	6	2-3	2	3-5	4	5-5	5	0.8-2.0	1.3	3-5	4
Construction materials	6-8	8	2-3	2	3-5	5	-	-	0.8-1.6	1.4	4-7	6
Machinery, equipment, supplies, total	2-3	2	2-2	2	2-3	3	2-3	2	0.4-0.7	0.7	2-2	2
Commercial machines, equipment	7-10	8	2-4	3	4-7	7	-	-	0.8-1.9	1.3	3-5	4
Construction machinery, equipment	4-7	5	2-4	3	5-8	6	4-5	5	0.5-2.1	1.1	4-5	4
Industrial machinery, equipment, supplies	3-5	4	2-3	3	4-6	4	3-6	5	0.7-1.3	1.0	3-5	4
Professional equipment, supplies	4-6	5	2-3	2	3-6	6	-	-	0.4-2.5	0.8	3-4	3
Surgical, medical, hospital supplies	7-9	8	2-3	2	5-7	6	-	-	0.4-1.6	0.7	4-7	5
Service-establishment equipment, supplies	4-9	4	2-4	3	4-7	5	-	-	0.7-1.7	1.0	4-7	4
Metals, metalwork (except scrap), total	3-4	4	1-4	2	2-4	3	3-4	3	0.4-1.1	0.6	2-4	2
Iron, steel, and products	3-5	4	1-5	2	4-6	4	4-4	4	0.5-1.3	0.7	2-4	3
Nonferrous metals	5-10	5	2-7	4	3-8	5	-	-	0.5-1.2	0.9	4-6	5
Scrap, waste materials, total	4-5	4	1-3	2	2-4	4	-	-	1.2-2.5	1.7	3-5	5
Iron, steel scrap	4-8	5	2-4	3	3-6	4	-	-	1.3-1.9	1.8	3-8	6
Waste materials	4-6	5	2-4	3	4-7	6	-	-	2.1-5.7	3.4	-	-
Jewelry	-	-	3-6	4	6-9	8	-	-	-	-	-	-
NONDURABLE GOODS, TOTAL	1.1-2.0	1.3	0.6-0.7	0.6	1.1-1.4	1.3	1.6-1.9	1.8	0.2-0.6	0.3	1.1-2.2	1.3
TOTAL (excluding farm products, raw materials)	1.3-2.2	1.4	0.4-0.6	0.6	1.2-1.6	1.3	1.8-2.4	2.1	0.2-0.7	0.3	1.2-2.4	1.5
Groceries and related products, total	2-2	2	0-1	1	1-1	1	2-3	2	0.5-0.8	0.6	1-2	2
General-line groceries	2-3	3	0-1	1	1-2	1	2-3	3	0.4-0.5	0.5	2-2	2
Voluntary groups	-	-	0-1	1	2-3	2	-	-	0.6-1.1	1.0	2-3	3
Retailer cooperatives	-	-	1-1	1	2-4	3	-	-	0.3-0.8	0.4	3-5	3
Nonaffiliated	-	-	1-2	2	4-5	4	-	-	0.6-1.1	1.0	4-5	5
Specialty-line groceries	3-4	4	1-3	2	3-4	4	5-6	5	1.0-2.1	1.3	3-5	4
Confectionery	4-6	5	1-3	2	2-5	3	-	-	0.7-3.7	1.2	3-6	5
Meats, meat products	4-5	4	1-2	1	3-5	4	-	-	2.0-3.7	2.3	5-7	6
Poultry, poultry products	5-6	5	1-3	2	3-4	4	-	-	1.3-2.7	1.9	4-5	5
Fresh fruits, vegetables	4-6	5	1-5	2	3-6	3	-	-	0.8-1.9	1.4	3-6	4
Beer, wine, distilled alcoholic beverages, total	2-2	2	1-2	1	1-2	2	3-4	4	0.9-1.3	1.1	2-3	3
Beer	4-4	4	1-2	1	3-3	3	4-6	5	1.6-2.4	1.9	3-5	4
Wine, distilled spirits	3-4	4	1-2	2	2-3	3	4-5	5	0.9-1.8	1.1	2-4	3
Drugs, chemicals, allied products, total	3-4	4	1-4	2	2-4	3	3-5	4	0.4-1.3	0.9	2-4	3
Drugs, drug proprietaries, druggists' sundries	4-5	4	1-6	2	3-4	3	4-7	6	0.5-1.6	0.8	2-5	4
General-line drugs	3-3	3	0-1	1	1-3	1	-	-	0.4-0.6	0.5	1-3	2
Paints, varnishes	5-6	5	2-3	2	2-5	4	-	-	0.6-2.5	1.3	3-6	5
Other chemicals, allied products	6-7	7	1-3	3	5-10	6	-	-	0.6-3.0	1.6	4-5	4
Tobacco, tobacco products	2-3	3	1-1	1	2-2	2	-	-	0.6-1.2	0.7	2-3	3
Dry goods, apparel, total	4-6	5	2-3	2	4-6	5	-	-	-	-	-	-
Apparel and accessories, hosiery, lingerie, footwear	8-11	9	2-5	4	6-10	8	-	-	-	-	-	-
Dry goods, notions	5-8	7	2-6	3	5-9	5	-	-	-	-	-	-
Piece goods converters	-	-	2-5	3	4-7	5	-	-	-	-	-	-
Paper, paper products, excluding wallpaper, total	2-3	2	1-9	1	1-2	2	4-4	4	0.3-0.9	0.8	1-3	2
Paper	2-3	3	1-2	1	2-3	3	2-4	3	0.4-1.2	0.6	1-3	2
Stationery, office supplies	4-6	4	1-3	2	4-5	5	-	-	0.7-2.2	1.0	3-6	4
Farm products (raw materials), total	5-7	6	2-4	3	3-4	4	-	-	0.7-1.4	0.9	1-3	2
Cotton	-	-	4-19	6	7-12	10	-	-	1.1-5.3	2.9	-	-
Grain	4-8	6	2-4	2	3-5	4	-	-	1.0-3.0	1.7	-	-
Other nondurable goods, total	4-8	5	2-2	2	3-6	4	-	-	0.6-1.0	0.7	2-4	3
Amusement, sporting goods	-	9	4-5	4	5-9	7	-	-	1.0-2.0	1.6	4-6	5
Books, magazines, newspapers	4-5	4	1-3	2	2-6	4	-	-	0.5-2.7	0.7	3-6	5
Coal	-	-	1-5	3	3-8	3	-	-	0.8-2.3	1.6	3-7	5
Farm supplies	-	7	2-6	4	7-11	9	-	-	1.1-3.1	2.3	4-15	11

Note: The range of sampling error of the monthly dollar estimates for sales and inventories is based on data for February, May, August, and November 1971 and February 1972. The range of sampling error of the ratio of current month to-- for sales and inventories is based on data for March, June, September, and December 1971 and March 1972.

Description of Kinds of Business

All kinds of business in which merchant wholesalers operate are represented in this survey. The kinds of business shown in this report parallel broad classifications shown in the 1957 edition of the Standard Industrial Classification (SIC) Manual, and its supplement issued in 1963, and used in the 1963 Census of Business. Each establishment in this survey has been assigned a kind-of-business classification based upon its trade designation and an analysis of its sales by commodity lines as reported to the Bureau of the Census. A description of each kind-of-business classification in this report is given below.

DURABLE GOODS

Motor Vehicles, Automotive Equipment (SIC 501)

Automobiles, other motor vehicles (SIC 5012).--Establishments primarily engaged in the wholesale distribution of new and used passenger automobiles and other motor vehicles. Dealers primarily engaged in selling road-type commercial trucks, truck-tractors, truck-trailers, buses, semitrailers, and related vehicles are included. Automotive establishments primarily engaged in selling at retail to individual consumers for personal use, and also selling a limited amount of new and used passenger automobiles and trucks at wholesale, are classified in retail trade.

Automotive equipment, tires, and tubes (SIC 5013 plus 5014).--Establishments primarily engaged in the wholesale distribution of new and used automotive parts and accessories; filling stations and garage service equipment (SIC 5013); also establishments primarily engaged in the wholesale distribution of rubber tires and tubes for passenger and commercial vehicles (SIC 5014).

Electrical Goods (SIC 506)

Electrical supplies, apparatus (SIC 5063).--Establishments primarily in the wholesale distribution of electrical power equipment for the generation, transmission, or utilization of electric energy; and electrical construction materials for outside power transmission lines and for electrical systems. This industry does not include establishments primarily engaged in the wholesale distribution of radios, television sets, electric refrigerators, and other household electrical appliances which are classified in "Electrical Appliances, TV, Radio Sets" (SIC 5064). Construction contractors primarily engaged in installing electrical systems and equipment from their own stock are not included.

Electrical appliances, TV, radio sets, electronic parts, equipment (SIC 5064 plus 5065).--Establishments primarily engaged in the wholesale distribution of radio and television sets, self-contained air-conditioning units, and household electrical appliances. Gas clothes dryers and gas household refrigerators are included here (SIC 5064). In this trade, manufacturers' branch houses primarily engaged in selling appliances, TV and radio sets to retailers and builders are classified as merchant wholesalers. Also establishments primarily engaged in wholesale distribution of electronic parts and equipment, such as radio and television receiving and transmitting equipment, and industrial electronic tubes; electronic intercommunication equipment; radio parts and accessories; and electronic sound equipment (SIC 5065).

Furniture, Home Furnishings (SIC 5097)

Furniture--household, office (part of SIC 5097).--Establishments primarily engaged in wholesale distribution of household furniture, including bedsprings, mattresses, and all such component parts; office furniture, professional furniture, public furniture (for public parks and buildings, etc.).

Home furnishings, floor coverings (part of SIC 5097).--Establishments primarily engaged in selling antiques; china, glassware, and earthenware; curtains and draperies; table linens, towels; carpets, linoleum, and all other types of hard and soft surface floor coverings; and all other general home furnishings and homewares.

Hardware; Plumbing and Heating Equipment, Supplies (SIC 507)

Hardware (SIC 5072).--Establishments primarily engaged in the wholesale distribution of hardware; establishments primarily selling automotive hardware are classified in SIC 501.

Plumbing and heating equipment, supplies (SIC 5074).--Establishments primarily engaged in the wholesale distribution of plumbing and heating equipment and supplies to be installed in residential and commercial buildings.

Air-conditioning, refrigeration equipment, supplies (SIC 5077).--Establishments primarily engaged in the wholesale distribution of air-conditioning, refrigeration, and ventilating equipment and supplies, except self-contained air-conditioning units which are classified in "electrical appliances, TV, radio sets" (SIC 5064).

Lumber, Construction Materials (SIC 5098)

Lumber, millwork (part of SIC 5098).--Establishments with or without yards primarily engaged in the wholesale distribution of rough, dressed and finished lumber (but not timber); plywood; door and window frames (wooden or metal), and all other varieties of wooden and metal millwork.

Construction materials (part of SIC 5098).--Establishments primarily engaged in marketing such building materials as brick, building stone, cement, granite, gravel, lime, marble, plaster, window glass, roofing materials, and sand; ready-mix concrete distributors are not included in this group but are classified as manufacturers (SIC 3273).

Machinery, Equipment, Supplies
(SIC 508)

Commercial machines, equipment (part of SIC 5082).--Establishments primarily engaged in the marketing of office, store, and business machines and equipment (except furniture); commercial food-service equipment and supplies; fountain and store fixtures and equipment; and tanks, pumps, compressors, etc., for marketing petroleum products.

Construction machinery, equipment (part of SIC 5082).--Establishments primarily engaged in the marketing of cranes, excavating machinery and equipment, power shovels, road construction and maintenance machinery, tractor mounted equipment, and other construction machinery and equipment.

Industrial machinery, equipment, supplies (part of SIC 5082).--Establishments primarily engaged in the marketing of such industrial machinery and parts as metal-working tools; food products manufacturing machinery and equipment; dairy products manufacturing machinery; oil well machinery and supplies; industrial fans; industrial tractors and trailers; and other industrial machinery, parts and attachments. Also establishments primarily engaged in the wholesale distribution of abrasives and materials; rope and cordage; mechanical rubber goods; welding supplies; mechanical power transmission equipment; industrial valves and fittings; industrial leather; used drums, barrels, and other metal containers which have been cleaned or reprocessed; also other special or general industrial supplies such as industrial storage batteries, bort, industrial diamonds, and miscellaneous mill supplies.

Professional equipment, supplies (SIC 5086).--Establishments primarily engaged in the distribution of mechanical devices and other equipment and supplies used by dentists, physicians, surgeons, veterinarians, optometrists, osteopaths, and other like professional groups.

Surgical, medical, hospital supply houses.--Establishments primarily engaged in selling surgical and medical instruments; doctors' apparatus and equipment; orthopedic appliances; artificial limbs; operating room and other hospital equipment, X-ray machines and accessories and other scientific instruments used by physicians and in hospitals.

Service-establishment equipment, supplies (SIC 5087).--Establishments primarily engaged in the marketing of equipment and supplies for barber shops, beauty parlors, power laundries, dry cleaning plants, janitors, shoe repairs, upholsterers, undertakers, and related service establishments.

Other machinery, equipment, supplies (SIC 5083 plus 5088) (not shown separately).--Establishments primarily engaged in wholesale distribution of agricultural machinery and equipment for use in the preparation and maintenance of the soil, the planting and harvesting of crops, and other operations and processes pertaining to work on the farm or in the garden; and dairy farm machinery and equipment (SIC 5083); also establishments primarily engaged in the wholesale distribution of transportation equipment, supplies (except motor vehicles), including air, marine, and railroad transportation equipment and supplies (SIC 5088).

Metals, Metalwork (except scrap)
(Part of SIC 5091)

Iron, steel, and products (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of iron and steel products--bars, rods, plates, sheet, wire, nails, spikes, shapes, pipe, tubing, containers, etc. Metals service centers (marketing warehouses) of companies operating steel works and rolling mills are also included in this classification, but their sales offices without warehouses are excluded.

Nonferrous metals (part of SIC 5091).--Establishments primarily engaged in wholesale distribution of nonferrous metals (except precious metals)--copper, brass, aluminum, etc.--and miscellaneous nonmetallic minerals. Metals service centers (marketing warehouses) of companies operating in the primary nonferrous metal industries are also included in this classification, but their sales offices without warehouses are excluded.

Scrap and Waste Materials
(SIC 5093)

Iron, steel scrap (part of SIC 5093).--Establishments primarily engaged in assembling; breaking up, sorting, and marketing of all forms of scrap iron and steel. This industry includes auto wreckers engaged in dismantling automobiles for scrap. Those dismantling used cars for the sale of secondhand parts at retail are not included here.

Waste materials (part of SIC 5093).--Establishments primarily engaged in assembling and marketing such materials as nonferrous scrap (but not smelting, except for pot-melting of lead); a wide variety of scrap materials; or a particular line of scrap materials such as waste paper and waste paper products; wiping cloth, waste rags, textile waste, linters; scrap rubber; etc.

Jewelry
(Part of SIC 5099)

Jewelry (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of jewelry including stones and metals, costume jewelry, clocks, silverware, etc.

NONDURABLE GOODS

Groceries and Related Products
(SIC 504)

General-line groceries (SIC 5042).--Establishments engaged in the wholesale distribution of a general line of groceries--canned foods, coffee, flour, sugar, tea, spices, etc. Voluntary group wholesalers, retailer-cooperative warehouses, and cash-and-carry depots are included, as well as nonaffiliated general-line grocery wholesalers.

Specialty-line groceries (SIC 5043 plus 5046 plus 5049).--Establishments primarily engaged in the wholesale distribution of dairy products such as butter, cheese, ice cream, and ices, and fluid milk and cream (SIC 5043). Also establishments primarily engaged in the wholesale distribution (but not packaging) of fresh, cured (but not canned) fish and seafoods (SIC 5046); and establishments engaged in the distribution of groceries and related products not elsewhere classified such as bakery products, breakfast cereals, canned goods, green or roasted coffee, flour, fruit peel, packaged frozen foods, oleomargarine, pickles, preserves, jams, jellies, sauces, spices, refined sugar, tea, and yeast (SIC 5049). Establishments primarily engaged in roasting and shelling nuts, in the wholesale distribution of soft drinks, and in bottling and distributing natural spring and mineral waters are also classified in this industry. Establishments primarily engaged in pasteurizing, bottling, and selling milk; preparation of fresh or frozen packaged fish or other seafood; shucking of oysters; or bottling and selling soft drinks are classified as manufacturers, not here. Likewise, establishments primarily engaged in roasting coffee, blending tea, and in grinding and packaging spices are classified as manufacturers.

Confectionery (SIC 5045).--Establishments primarily engaged in the wholesale distribution of confectionery, such as candy, chewing gum, salted nuts, popcorn, and fountain syrups.

Meat, meat products (SIC 5047).--Establishments primarily engaged in the wholesale distribution of fresh, cured, and processed (but not canned) meats and lard.

Poultry, poultry products (SIC 5044).--Establishments primarily engaged in the wholesale distribution of poultry and poultry products. Establishments primarily engaged in killing, dressing, and selling poultry are classified as manufacturers, not here.

Fresh fruits, fresh vegetables (SIC 5048).--Establishments primarily engaged in the wholesale distribution of fresh fruits, vegetables, berries, etc.

Beer, Wines, Distilled Alcoholic Beverages
(SIC 5095)

Beer (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of beer, ale, porter, and other fermented malt liquors.

Wines, distilled spirits (part of SIC 5095).--Establishments primarily engaged in wholesale distribution of distilled spirits, including neutral spirits and ethyl alcohol used in blending, wines, and distilled liquids. State-operated wholesale establishments are included.

Drugs, Chemicals, Allied Products
(SIC 502)

Drugs, drug proprietaries, druggists' sundries (SIC 5022).--Establishments primarily engaged in the wholesale distribution of drugs, drug proprietaries, druggists' sundries, and toiletries. For surgical, medical, and hospital supply houses see SIC Code 5086.

General-line drugs.--Establishments engaged in selling a full line of drugs, pharmaceuticals, proprietary medicines, druggists' rubber goods, cosmetics, toiletries, drug sundries, and related merchandise. Cooperatives and voluntary group wholesalers handling a full line of drugs are also included in this classification. Liquor departments of drug wholesalers, however, are included with "wine, distilled spirits" (part of SIC 5095).

Paints, varnishes (SIC 5028).--Establishments primarily engaged in the wholesale distribution of paints and varnishes in paste or powder form or ready for use. Glass and wallpaper are frequently handled as important secondary lines.

Other chemicals, allied products (SIC 5029).--Establishments primarily engaged in the wholesale distribution of industrial chemicals such as acids, ammonia, industrial and heavy chemicals, dyestuffs, industrial salts, insecticides, naval stores, plastic materials, rosin, turpentine, and related products. Establishments primarily engaged in distributing ammunition and fireworks at wholesale are classified in SIC 5099.

Tobacco
(SIC 5094)

Tobacco, tobacco products (SIC 5094).--Establishments primarily engaged in wholesale distribution of manufactured tobacco products--cigarettes, cigars, smoking tobacco. Marketers of leaf tobacco are classified in "Miscellaneous farm products" (part of SIC 5051).

Dry Goods, Apparel
(SIC 503)

Apparel and accessories, hosiery, lingerie, footwear (SIC 5035 plus 5039).--Establishments primarily engaged in the wholesale distribution of apparel and accessories, hosiery, lingerie (SIC 5035); and establishments primarily engaged in the wholesale distribution of footwear of leather, rubber, and other materials (SIC 5039). Clothing jobbers having garments made on contract by others are classified as manufacturers, not here.

Dry goods, notions (part of SIC 5032).--Establishments primarily engaged in the wholesale distribution of dry goods, and notions. Establishments primarily engaged in selling textile home furnishings (curtains, draperies, domestics, etc.) are included in "Home furnishings, floor coverings," SIC 5097.

Piece goods converters (part of SIC 5032).--Establishments primarily engaged in purchasing textiles in the gray or unfinished form, having them dyed and/or finished by others, usually on a contract basis, and selling to the cutting-up trade, garment makers, wholesalers, or retailers. Converters operating bleaching, dyeing, and finishing plants are not considered as merchant wholesalers.

Paper, Paper Products, Except Wallpaper
(SIC 5096)

Paper (part of SIC 5096).--Establishments engaged in wholesale distribution of fine and coarse paper and products, including writing paper, envelope paper, groundwood, printing and rotogravure paper, wrapping paper, paperboard, cellophane, and converted paper products such as bags, boxes, dishes, napkins, shipping supplies.

Stationery, office supplies (part of SIC 5096).--Establishments primarily engaged in wholesale distribution of

commercial stationery; office supplies including envelopes, typewriter and mimeograph paper, file cards and folders, pens, calendars, etc.; social stationery, including envelopes; and greeting cards.

Farm Products--Raw Materials
(SIC 505)

Cotton (part of SIC 505).--Establishments primarily engaged in marketing raw cotton and cotton linters.

Grain (part of SIC 505).--Establishments primarily engaged in marketing corn, wheat, oats, sorghum, soybeans, barley, and other grains. Grain exporters and grain elevators buying and selling grain are included here as well as other grain merchants.

Other farm products (part of SIC 505) (not shown separately).--Establishments primarily engaged in marketing of livestock such as cattle, calves, hogs, sheep, lambs, goats, and miscellaneous farm products such as leaf tobacco; hides, skins, and pelts; horses and mules; bristles; broomcorn; feathers; hops; hair; moss; unroasted peanuts, oil kernels, oil nuts, raw silk; straw, vegetable fibers, etc.

Other Nondurable Goods
(Part of SIC 509)

Amusement, sporting goods (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of all types of amusement and sporting goods and accessories--billiard and pool supplies; cameras and photographic equipment; coin-operated game machines; games, toys; ammunition and fireworks; etc.

Books, magazines, newspapers (part of SIC 5099).--Establishments primarily engaged in the wholesale distribution of books, lithographed matter, magazines, newspapers, and all other forms of reading material.

Coal (part of SIC 5091).--Establishments primarily engaged in the wholesale distribution of coal and coke. Included are establishments which have products shipped direct from mine to customer, and establishments operating yards and dock space, and making deliveries therefrom at wholesale as well as other coal merchants.

Farm supplies (part of SIC 5099).--Establishments primarily engaged in wholesale distribution of animal feeds, fertilizers, agricultural chemicals, seeds, and other farm supplies.

Other products (part of SIC 5099)(not shown separately).--Establishments primarily engaged in wholesale distribution of:

Gifts, art goods, including souvenirs, novelties, and similar products.

Flowers, bulbs, plants including cut flowers, potted plants, and florists' supplies; bulbs, plantings, nursery stock, etc.

Petroleum products (except bulk stations, terminals) including liquefied petroleum gases; petroleum products such as gasoline, lubricants, fuel oil. This classification differs from SIC Industry 5092 in that establishments included here do not have storage capacity for bulk liquid products.

Other miscellaneous products including advertising novelties and specialties; timber products such as ties, logs, cordwood, wooden barrels, crates, sawdust, and other forest products (except lumber); saddlery and other leather products (except footwear, apparel, and belting); industrial yarn; musical instruments, musicians' supplies, records; textiles, canvass products, felt, burlap (bags); basic food and beverage materials as malt, hops, raw sugar, industrial molasses; wallpaper; a general line of merchandise; and specialty lines not included elsewhere such as cork, animal and vegetable oils, crude rubber, etc.

AMERICAN REVOLUTION BICENTENNIAL 1776-1976

UNITED STATES
GOVERNMENT PRINTING OFFICE
DIVISION OF PUBLIC DOCUMENTS
Washington, D.C. 20402

OFFICIAL BUSINESS

FIRST CLASS MAIL

POSTAGE AND
FEES PAID
U.S. GOVERNMENT
PRINTING OFFICE
375

U.S.MAIL