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JANUARY 1964

Total sales of retail stores in January were \$19.1 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal variations and trading day differences, but not for price changes, was virtually unchanged from December 1963 and 3 percent above January 1963.

The Office of Business Economics noted that after adjustment for seasonal variations and trading day differences, January sales in most nondurable goods trades showed small reductions from record December levels. Sales by durable goods stores in January showed little change from December. Based on the full sample, seasonally adjusted sales of all retail stores in December were about 3 percent above the November level.

The January sales figures are based on a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 2,000 retail firms which, in total, operate some 40,000 stores in the United States. The firms which are cooperating in the early reporting of sales are part of a larger sample group which furnishes figures at a later date. The advance estimates are subject to revision by the estimates subsequently derived from the full sample.

The revision of the total seldom exceeds 1.5 percent and for the past year has averaged 0.8 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 1.0 percent for the food group to 2.6 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR JANUARY 1964

Table 1. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(NOT ADJUSTED for seasonal variations or trading day differences)

Kind-of-business group	Sales (millions of dollars)		
	1964	1963	1963
	January ¹	December ²	January
Retail stores, total ³	19,133	25,077	18,257
Durable-goods stores, total ³	6,023	7,207	5,695
Nondurable-goods stores, total ³	13,110	17,870	12,562
Food group.....	4,954	5,172	4,738
Grocery stores.....	4,471	4,657	4,303
Eating and drinking places.....	1,480	1,521	1,334
General merchandise group.....	1,904	4,434	1,756
Apparel group.....	1,029	2,180	982
Furniture and appliance group.....	915	1,340	830
Lumber, building, hardware, farm equip. group.....	920	1,192	921
Automotive group.....	3,726	3,682	3,487
Gasoline service stations.....	1,540	1,704	1,540
Drug and proprietary stores.....	686	901	649

See footnotes below table 2.

Source: Bureau of the Census

Table 2. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	Percentage change, Jan. 1964 from--		Sales (millions of dollars ⁴)				Percentage change, Dec. 1963 from--	
	Dec. 1963	Jan. 1963	1964	1963		1962	Nov. 1963	Dec. 1962
			Jan. 1	Dec. 2	Nov.	Dec.		
Retail stores, total ³	0	+3	21,001	21,091	20,558	20,253	+3	+4
Durable-goods stores, total ³ ...	0	+3	6,851	6,819	6,734	6,488	+1	+5
Nondurable-goods stores, total ³ ...	-1	+3	14,150	14,272	13,824	13,765	+3	+4
Food group.....				5,017	4,973	4,908	+1	+2
Eating and drinking places.....				1,520	1,506	1,473	+1	+3
General merchandise group.....				2,539	2,374	2,348	+7	+8
Apparel group.....				1,289	1,186	1,241	+9	+4
Furniture and appliance group.....				1,022	986	925	+4	+10
Lumber, building, hardware, farm equipment group.....				1,291	1,381	1,293	-7	0
Automotive group.....				3,929	3,791	3,731	+4	+5
Gasoline service stations.....				1,677	1,638	1,600	+2	+5
Drug and proprietary stores.....				699	677	677	+3	+3

¹ Advance sample estimates.

² Preliminary estimates of full sample.

³ Totals include data for kinds of business not shown separately.

⁴ Data adjusted for seasonal variations and trading day differences have been derived by a new method.