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UNIVERSITY OF ...

Current Retail Trade Reports

advance monthly

RETAIL SALES

U.S. DEPARTMENT OF COMMERCE, Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

NOVEMBER 1964

For release December 10, 1964

CB-64-392

The U.S. Department of Commerce announced today that total sales of retail stores in November were estimated at \$21.3 billion. Statistics prepared by the Department's Bureau of the Census show that this advance figure, after adjustment for seasonal variations and trading day differences, but not for price changes was 3 percent above November 1963 but little changed from the October 1964 level.

The Office of Business Economics noted that the one and one-half percent increase from the previous month in seasonally adjusted durable-goods stores sales was due largely to a rise in automotive dealer sales, following the settlement of the recent work stoppages. Nondurable-goods sales were down one percent as small gains at general merchandise stores and gasoline service stations were more than offset by declines in the other lines of trade. Based on the full sample, seasonally adjusted sales of all retail stores in October were about 4 percent below the September 1964 level.

The November sales figures are based on a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 2,500 retail firms which, in total, operate some 48,000 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 0.7 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 0.9 percent for the food group to 3.6 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR NOVEMBER 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 |
| | November ¹ | October ² | November |
| Retail stores, total ³ | 21,322 | 22,577 | 21,494 |
| Durable-goods stores, total ³ | 6,654 | 7,072 | 6,985 |
| Nondurable-goods stores, total ³ | 14,668 | 15,505 | 14,509 |
| Food group..... | 4,904 | 5,534 | 5,153 |
| Grocery stores..... | 4,442 | 5,031 | 4,689 |
| Eating and drinking places..... | 1,545 | 1,701 | 1,486 |
| General merchandise group..... | 2,956 | 2,784 | 2,728 |
| Department stores..... | 1,764 | 1,666 | 1,590 |
| Apparel group..... | 1,362 | 1,404 | 1,308 |
| Furniture and appliance group..... | 1,148 | 1,175 | 1,077 |
| Lumber, building, hardware, farm equip. group | 1,187 | 1,425 | 1,340 |
| Automotive group..... | 3,599 | 3,817 | 3,949 |
| Gasoline service stations..... | 1,706 | 1,757 | 1,625 |
| Drug and proprietary stores..... | 694 | 728 | 666 |

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, Nov. 1964 from-- | | Sales (millions of dollars) | | | | Percentage change, Oct. 1964 from-- | |
|---|-------------------------------------|-----------|-----------------------------|-------------------|--------|--------|-------------------------------------|-----------|
| | Oct. 1964 | Nov. 1963 | 1964 | | | 1963 | Sept. 1964 | Oct. 1963 |
| | | | Nov. ¹ | Oct. ² | Sept. | Oct. | | |
| Retail stores, total ³ | 0 | +3 | 21,265 | 21,362 | 22,254 | 20,716 | -4 | +3 |
| Durable-goods stores, total ³ ... | +1 | -3 | 6,533 | 6,445 | 7,541 | 6,941 | -15 | -7 |
| Nondurable-goods stores, total ³ | -1 | +7 | 14,732 | 14,917 | 14,713 | 13,775 | +1 | +8 |
| Food group..... | | | | 5,235 | 5,250 | 4,943 | 0 | +6 |
| Eating and drinking places..... | | | | 1,650 | 1,600 | 1,530 | +3 | +8 |
| General merchandise group..... | | | | 2,648 | 2,591 | 2,303 | +2 | +15 |
| Apparel group..... | | | | 1,327 | 1,285 | 1,150 | +3 | +15 |
| Furniture and appliance group..... | | | | 1,081 | 1,067 | 1,028 | +1 | +5 |
| Lumber, building, hardware, farm equipment group..... | | | | 1,254 | 1,285 | 1,350 | -2 | -7 |
| Automotive group..... | | | | 3,458 | 4,531 | 3,980 | -24 | -11 |
| Gasoline service stations..... | | | | 1,718 | 1,695 | 1,618 | +1 | +6 |
| Drug and proprietary stores..... | | | | 742 | 734 | 683 | +1 | +9 |

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.