



For release  
February 10, 1965

January 1965

CB-65-311

The U. S. Department of Commerce announced today that total sales of retail stores in January were estimated at \$20.1 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 about 7 percent above January 1964 but 1 percent below the December 1964 level.

The Office of Business Economics noted, after adjustment for seasonal and trading day factors, that the decline in January from the record December sales rate was due largely to a decline in sales at food stores. Sales increased in most other lines of trade. Based on the full sample, seasonally adjusted sales of all retail stores in December were about 5 percent above the November 1964 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 2,500 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 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 1.1 percent for the food group to 2.8 percent for the lumber, building, hardware, farm equipment group.

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For release  
February 15, 1965

January 1965

CB-65-311 (Revised)

### TABLE 1, JANUARY 1964 STATISTICS CORRECTED

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ADVANCE RETAIL SALES FOR JANUARY 1965

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)		
	1965	1964	
	January <sup>1</sup>	December <sup>2</sup>	*January
Retail stores, total <sup>3</sup> .....	20,116	27,578	19,154
Durable-goods stores, total <sup>3</sup> .....	6,372	8,106	6,031
Nondurable-goods stores, total <sup>3</sup> .....	13,744	19,472	13,123
Food group.....	5,300	5,761	5,018
Grocery stores.....	4,824	5,204	4,558
Eating and drinking places.....	1,516	1,639	1,436
General merchandise group.....	2,085	5,030	1,872
Department stores.....	1,250	2,968	1,094
Apparel group.....	1,092	2,313	1,026
Furniture and appliance group.....	933	1,460	905
Lumber, building, hardware, farm equip. group	981	1,234	936
Automotive group.....	3,955	4,337	3,677
Gasoline service stations.....	1,607	1,787	1,566
Drug and proprietary stores.....	724	967	671

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<sup>4</sup>)

Kind-of-business group	Percentage change, Jan. 1965 from--		Sales (millions of dollars)				Percentage change, Dec. 1964 from--	
	Dec. 1964	Jan. 1964	1965	1964		1963	Nov. 1964	Dec. 1963
			Jan. <sup>1</sup>	Dec. <sup>2</sup>	Nov.	Dec.		
Retail stores, total <sup>3</sup> .....	-1	+7	22,379	22,667	21,661	21,019	+5	+8
Durable-goods stores, total <sup>3</sup> ...	0	+10	7,537	7,567	6,695	6,831	+13	+11
Nondurable-goods stores, total <sup>3</sup>	-2	+5	14,842	15,100	14,966	14,188	+1	+6
Food group.....				5,408	5,258	4,991	+3	+8
Eating and drinking places.....				1,635	1,609	1,528	+2	+7
General merchandise group.....				2,750	2,738	2,474	0	+11
Apparel group.....				1,295	1,310	1,250	-1	+4
Furniture and appliance group.....				1,093	1,098	1,021	0	+7
Lumber, building, hardware, farm equipment group.....				1,300	1,256	1,289	+4	+1
Automotive group.....				4,553	3,685	3,935	+24	+16
Gasoline service stations.....				1,752	1,738	1,681	+1	+4
Drug and proprietary stores.....				731	724	694	+1	+5

<sup>1</sup> Advance sample estimates.

<sup>2</sup> Preliminary estimates of full sample.

<sup>3</sup> Totals include data for kinds of business not shown separately.

<sup>4</sup> Data adjusted for seasonal variations and trading day differences.

\* January 1963 statistics inadvertently shown in this column in Feb. 10, 1965 release.