



The U.S. Department of Commerce announced today that total sales of retail stores in October were estimated at \$24.9 billion. Statistics prepared by the Department's Bureau of the Census show that this advance figure, after adjustment for seasonal and holiday variations and trading day differences, but not for price changes, was about 1 percent above the September level and 12 percent above October 1964. The 1964 automobile strike reduced sales during the comparable month last year.

The Office of Business Economics noted that, after adjustment, sales of both durable and nondurable goods stores rose about one percent from September to October. Most major lines of trade reported sales about the same or higher than in September. Based on the full sample, seasonally adjusted sales of all retail stores in September were 1 percent above August 1965.

The October 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 0.9 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 0.9 percent for drug and proprietary stores to 2.9 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR OCTOBER 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
	October <sup>1</sup>	September <sup>2</sup>	October
Retail stores, total <sup>3</sup> .....	24,892	22,741	22,605
Durable-goods stores, total <sup>3</sup> .....	8,414	7,131	7,133
Nondurable-goods stores, total <sup>3</sup> .....	16,478	15,610	15,472
Food group.....	5,867	5,501	5,528
Grocery stores.....	5,352	4,983	5,031
Eating and drinking places.....	1,958	1,861	1,688
General merchandise group.....	3,026	2,869	2,801
Department stores.....	1,833	1,741	1,668
Apparel group.....	1,395	1,327	1,376
Furniture and appliance group.....	1,239	1,158	1,182
Lumber, building, hardware, farm equip. group	1,690	1,538	1,449
Automotive group.....	4,814	3,729	3,858
Gasoline service stations.....	1,865	1,823	1,761
Drug and proprietary stores.....	811	769	724

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, Oct. 1965 from--		Sales (millions of dollars)				Percentage change, Sept. 1965 from--	
	Sept. 1965	Oct. 1964	1965			1964	Aug. 1965	Sept. 1964
			Oct. <sup>1</sup>	Sept. <sup>2</sup>	Aug.	Sept.		
Retail stores, total <sup>3</sup> .....	+1	+12	23,959	23,774	23,544	22,254	+1	+7
Durable-goods stores, total <sup>3</sup> ...	+1	+21	7,838	7,789	7,837	7,541	-1	+3
Nondurable-goods stores, total <sup>3</sup>	+1	+8	16,121	15,985	15,707	14,713	+2	+9
Food group.....				5,626	5,517	5,250	+2	+7
Eating and drinking places.....				1,805	1,775	1,600	+2	+13
General merchandise group.....				2,946	2,889	2,591	+2	+14
Apparel group.....				1,347	1,336	1,285	+1	+5
Furniture and appliance group.....				1,136	1,132	1,067	0	+6
Lumber, building, hardware, farm equipment group.....				1,376	1,387	1,285	-1	+7
Automotive group <sup>4</sup> .....				4,594	4,639	4,531	-1	+1
Gasoline service stations.....				1,834	1,826	1,695	0	+8
Drug and proprietary stores.....				807	779	734	+4	+10

<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> Extreme care should be taken in interpreting data in this category for September due to the difficulty in adjusting passenger cars for the model changeover.