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The U.S. Department of Commerce announced today that total sales of retail stores in November were estimated at \$24.5 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 unchanged from the October level but 11 percent above November 1964. The 1964 automobile strike reduced sales during the comparable month last year.

The Office of Business Economics noted that, after adjustment, sales of durable-goods stores rose 1 percent from October to November primarily as a result of increases in automotive dealer sales. Sales of nondurable-goods stores were unchanged with increased sales by apparel and general merchandise groups balanced by lower sales for most other kinds of business.

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 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)

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single subscription) \$6.00. Single copies, available only from the Bureau of the Census, 10¢ each.

ADVANCE RETAIL SALES FOR NOVEMBER 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
	November <sup>1</sup>	October <sup>1</sup>	November
Retail stores, total <sup>3</sup> .....	24,512	24,892	21,720
Durable-goods stores, total <sup>3</sup> .....	8,223	8,414	6,813
Nondurable-goods stores, total <sup>3</sup> .....	16,289	16,478	14,907
Food group.....	5,402	5,867	5,017
Grocery stores.....	4,924	5,352	4,546
Eating and drinking places.....	1,786	1,958	1,568
General merchandise group.....	3,455	3,026	3,021
Department stores.....	2,106	1,833	1,761
Apparel group.....	1,455	1,395	1,355
Furniture and appliance group.....	1,290	1,239	1,169
Lumber, building, hardware, farm equip. group	1,428	1,690	1,241
Automotive group.....	4,737	4,814	3,713
Gasoline service stations.....	1,813	1,865	1,712
Drug and proprietary stores.....	783	811	689

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. 1965 from--		Sales (millions of dollars)				Percentage change, Oct. 1965 from--	
	Oct. 1965	Nov. 1964	1965			1964	Sept. 1965	Oct. 1964
			Nov. 1	Oct. 1	Sept. 2	Oct.		
Retail stores, total <sup>3</sup> .....	0	+11	24,013	23,959	23,774	21,383	+1	+12
Durable-goods stores, total <sup>3</sup> ...	+1	+18	7,927	7,838	7,789	6,496	+1	+21
Nondurable-goods stores, total <sup>3</sup>	0	+7	16,086	16,121	15,985	14,887	+1	+8
Food group.....				5,670	5,626	5,229	+1	+8
Eating and drinking places.....				1,897	1,805	1,637	+5	+16
General merchandise group.....				2,967	2,946	2,664	+1	+11
Apparel group.....				1,354	1,347	1,301	+1	+4
Furniture and appliance group.....				1,167	1,136	1,088	+3	+7
Lumber, building, hardware, farm equipment group.....				1,524	1,376	1,273	+11	+20
Automotive group <sup>4</sup> .....				4,457	4,594	3,495	-3	+28
Gasoline service stations.....				1,825	1,834	1,722	0	+6
Drug and proprietary stores.....				828	807	739	+3	+12

<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 and October due to the difficulty in adjusting passenger cars for the model changeover.