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The U.S. Department of Commerce announced today that total sales of retail stores in January were estimated at \$22.3 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not price changes, was \$25.3 billion. The advance estimate, after adjustment was virtually unchanged from December but 1 percent, above January sales last year. Adjusted November-through-January sales were 1 percent below the average for the prior three months but were 3 percent above the comparable period of last year.

The Office of Business Economics noted that after adjustment, sales of both durables and nondurables in January were unchanged from the December rates. Changes in almost all trades were generally small and off-setting. Average monthly sales for durable goods stores during the November-January period were about 2 percent less than the average for the prior 3 months, while the average for nondurable goods stores for the comparable period was unchanged. The year-to-year gain in the three month average for nondurable goods stores was about 4 percent, while durable goods stores declined 1 percent.

Based on the full sample the total U.S. unadjusted sales estimate for December was \$31.8 billion, unchanged from the \$31.8 billion published earlier in the December Advance Monthly Retail Sales Report released on January 10, 1967. The seasonally adjusted sales for December as revised were down one percent from November.

The January sales figures are based on advance reporting of a small subsample of the Census Bureau's panel of retail firms. 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 1.1 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 1.0 percent for food stores to 4.2 percent for the apparel group.

It should be noted that even for figures derived from the full sample, sales movements between individual pairs of months tend to be relatively irregular. Data for several months are generally required to indicate the underlying trend.

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 JANUARY 1967

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)		
	1967	1966	
	January <sup>1</sup>	December <sup>2</sup>	January
Retail stores, total <sup>3</sup> .....	22,291	31,759	22,054
Durable-goods stores, total <sup>3</sup> .....	6,986	8,881	6,985
Nondurable-goods stores, total <sup>3</sup> .....	15,305	22,878	15,069
Food group.....	5,508	6,670	5,600
Grocery stores.....	5,036	6,127	5,127
Eating and drinking places.....	1,837	2,016	1,708
General merchandise group.....	2,466	6,118	2,375
Department stores.....	1,605	4,013	1,564
Apparel group.....	1,143	2,534	1,152
Furniture and appliance group.....	1,085	1,692	1,058
Lumber, building, hardware, farm equip. group	1,014	1,341	1,041
Automotive group.....	4,277	4,664	4,300
Gasoline service stations.....	1,803	1,979	1,815
Drug and proprietary stores.....	804	1,192	778

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. 1967 from--		Sales (millions of dollars)				Percentage change, Dec. 1966 from--	
	Dec. 1966	Jan. 1966	1967	1966		1965	Nov. 1966	Dec. 1965
			Jan. <sup>1</sup>	Dec. <sup>2</sup>	Nov.	Dec.		
Retail stores, total <sup>3</sup> .....	0	+1	25,315	25,329	25,610	24,816	-1	+2
Durable-goods stores, total <sup>3</sup> ..	0	-2	8,123	8,138	8,143	8,252	0	-1
Nondurable-goods stores, total <sup>3</sup>	0	+3	17,192	17,191	17,467	16,564	-2	+4
Food group.....				5,844	5,921	5,956	-1	-2
Eating and drinking places.....				1,996	1,979	1,875	+1	+6
General merchandise group.....				3,315	3,476	3,069	-5	+8
Apparel group.....				1,384	1,463	1,340	-5	+3
Furniture and appliance group.....				1,255	1,283	1,207	-2	+4
Lumber, building, hardware, farm equipment group....				1,401	1,366	1,435	+3	-2
Automotive group.....				4,770	4,761	4,953	0	-4
Gasoline service stations.....				1,921	1,939	1,838	-1	+5
Drug and proprietary stores.....				890	876	828	+2	

<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.