



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

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The Department of Commerce announced today that December 1962 retail store sales totaled \$24.2 billion, bringing sales for the full year 1962 to \$234.7 billion. After adjustment for seasonal variations and trading day differences, but not for price changes, total retail sales for December amounted to \$20.2 billion, about 7 percent above December 1961.

The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, the December sales of both durable and nondurable goods stores retained the record levels of November. Automobile sales in December were down from the strong November performance while most other groups were up moderately. Based on the full sample, seasonally adjusted sales of all retail stores in November were about 2 percent above October.

The December sales figures are based on a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 2,000 retail firms which, in total, operate some 40,000 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 in the estimates subsequently derived from the full sample, but the revision of the total seldom exceeds $\frac{1}{2}$ percent.

(more)

For sale by the Superintendent of Documents, Government Printing Office, Washington 25, D.C. 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) \$5.00. Single copies, available only from the Bureau of the Census, 10¢ each.

ADVANCE RETAIL SALES FOR DECEMBER 1962

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)				
	12 months		Dec. ¹ 1962	Nov. ² 1962	Dec. 1961
	1962	1961			
Retail stores, total ³	234,718	218,811	24,238	20,872	22,869
Durable-goods stores, total ³	75,072	67,296	6,883	6,755	6,295
Nondurable-goods stores, total ³	159,646	151,515	17,355	14,117	16,574
Food group.....	57,559	55,421	5,180	4,924	5,168
Grocery stores.....	52,103	49,910	4,706	4,461	4,670
Eating and drinking places.....	17,312	16,403	1,475	1,456	1,421
General merchandise group.....	27,194	24,907	4,073	2,720	3,853
Department stores.....	15,741	14,554	4,355	1,576	2,293
Apparel group.....	14,383	13,730	2,185	1,307	2,051
Furniture and appliance group.....	10,792	10,382	1,192	1,022	1,181
Lumber, bldg., hardware, farm equip. grp.	15,094	14,123	1,219	1,268	1,112
Automotive group.....	42,787	36,906	3,413	3,883	3,136
Gasoline service stations.....	18,663	17,971	1,644	1,564	1,546
Drug and proprietary stores.....	8,037	7,739	884	661	890

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, Dec. 1962 from--		Sales (millions of dollars)				Percentage change, Nov. 1962 from	
	Nov. 1962	Dec. 1961	1962			1961	Oct. 1962	Nov. 1961
			Dec. ¹	Nov. ²	Oct.	Nov.		
Retail stores, total ³	+0.2 0	+7	20,238	20,189	19,744	19,098	+2	+6
Durable-goods stores, total ³ ...	-0.1 0	+10	6,530	6,534	6,481	6,190	+1	+6
Nondurable-goods stores, total ³	+0.4 0	+6	13,708	13,655	13,263	12,908	+3	+6
Food group.....				4,819	4,846	4,694	-1	+3
Eating and drinking places.....				1,497	1,443	1,398	+4	+7
General merchandise group.....				2,400	2,229	2,165	+8	+11
Apparel group.....				1,219	1,160	1,187	+5	+3
Furniture and appliance group.....				926	891	866	+4	+7
Lumber, building, hardware, farm equipment group.....				1,296	1,237	1,224	+5	+6
Automotive group.....				3,773	3,832	3,600	-2	+5
Gasoline service stations.....				1,569	1,566	1,519	0	+3
Drug and proprietary stores.....				691	648	675	+7	+2

Source: Office of Business Econc

¹ Advance sample estimates. ² Preliminary estimates of full sample.

³ Totals include data for kinds of business not shown separately.

⁴ Based on preliminary estimates supplied by Federal Reserve Board.