



For release  
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Total sales of retail stores in November were \$20.8 billion, the U. S. Department of Commerce announced today. After adjustment for seasonal variations and trading day differences, but not for price changes, total retail sales amounted to \$20.1 billion, about 2 percent above October and 5 percent above November 1961.

The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, durable goods sales in November were maintained at the October high while nondurables were up almost 3 percent. Rises were widespread in the nondurables; sales by department stores increased substantially and were almost back to their September peak. Based on the full sample, seasonally adjusted sales of all retail stores in October were about 1 percent above September.

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 2,000 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  $1\frac{1}{2}$  percent.

(more)

ADVANCE RETAIL SALES FOR NOVEMBER 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)		
	1962		1961
	November <sup>1</sup>	October <sup>2</sup>	November
Retail stores, total <sup>3</sup> .....	20,812	20,540	19,215
Durable-goods stores, total <sup>3</sup> .....	6,704	6,990	6,086
Nondurable-goods stores, total <sup>3</sup> .....	14,108	13,550	13,129
Food group.....	4,922	4,805	4,595
Grocery stores.....	4,466	4,349	4,146
Eating and drinking places.....	1,440	1,503	1,359
General merchandise group.....	2,681	2,376	2,459
Department stores.....	41,568	1,378	1,452
Apparel group.....	1,307	1,232	1,261
Furniture and appliance group.....	993	967	960
Lumber, building, hardware, farm equip. group	1,247	1,407	1,197
Automotive group.....	3,814	4,083	3,389
Gasoline service stations.....	1,575	1,596	1,514
Drug and proprietary stores.....	653	647	646

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. 1962 from--		Sales (millions of dollars)				Percentage change, Oct. 1962 from--	
	Oct. 1962	Nov. 1961	1962			1961	Sept. 1962	Oct. 1961
			Nov.	Oct.	Sept.	Oct.		
Retail stores, total <sup>3</sup> .....	+1.7 +2	+5	20,123	19,784	19,618	18,577	+1	+6
Durable-goods stores, total <sup>3</sup> .....	0.020	+5	6,483	6,484	6,125	5,855	+6	+11
Nondurable-goods stores, total <sup>3</sup> .....	+2.43	+6	13,640	13,300	13,493	12,722	-1	+5
Food group.....				4,847	4,915	4,646	-1	+4
Eating and drinking places.....				1,460	1,454	1,369	0	+7
General merchandise group.....				2,233	2,332	2,101	-4	+6
Apparel group.....				1,177	1,203	1,173	-2	0
Furniture and appliance group.....				895	951	880	-6	+2
Lumber, building, hardware, farm equipment group.....				1,226	1,251	1,198	-2	+2
Automotive group.....				3,833	3,372	3,268	+14	+17
Gasoline service stations.....				1,558	1,563	1,521	0	+2
Drug and proprietary stores.....				648	651	644	0	+1

Source: Office of Business Econ

<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> Based on preliminary estimates supplied by Federal Reserve Board.