



JANUARY 1963

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Total sales of retail stores in January were \$18.1 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 \$20.0 billion, about 1 percent below December and 6 percent above January 1962.

The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, durable goods store sales in January held at the December rate, with higher deliveries by automotive dealers being offset by declines in the other major lines of durables. January sales by nondurable goods stores were off 1 percent from December, with department and food stores showing sales reductions. Based on the full sample, seasonally adjusted sales of all retail stores in December were virtually unchanged from November.

The January 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)

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 JANUARY 1963

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)		
	1963	1962	
	January ¹	December ²	January
Retail stores, total ³	18,069	24,087	16,942
Durable-goods stores, total ³	5,701	6,765	5,174
Nondurable-goods stores, total ³	12,368	17,322	11,768
Food group.....	4,683	5,242	4,470
Grocery stores.....	4,214	4,735	4,043
Eating and drinking places.....	1,360	1,488	1,272
General merchandise group ⁴	1,755	4,137	1,632
Apparel group.....	1,005	2,133	948
Furniture and appliance group.....	811	1,216	781
Lumber, building, hardware, farm equip. group...	923	1,198	885
Automotive group.....	3,562	3,432	3,106
Gasoline service stations.....	1,487	1,629	1,447
Drug and proprietary stores.....	644	876	651

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. 1963 from--		Sales (millions of dollars)				Percentage change, Dec. 1962 from--	
	Dec. 1962	Jan. 1962	1963	1962		1961	Nov. 1962	Dec. 1961
			Jan. ¹	Dec. ²	Nov.	Dec.		
Retail stores, total ³	-0.6 -1	+6	20,049	20,172	20,155	18,827	0	+7
Durable-goods stores, total ³ ...	+0.4 0	+10	6,483	6,458	6,523	5,915	-1	+9
Nondurable-goods stores, total ³ ...	-1.1 -1	+5	13,566	13,714	13,632	12,912	+1	+6
Food group.....				4,933	4,813	4,631	+2	+7
Eating and drinking places.....				1,474	1,486	1,407	-1	+5
General merchandise group.....				2,350	2,393	2,184	+2	+8
Apparel group.....				1,223	1,231	1,164	-1	+5
Furniture and appliance group.....				947	924	914	+2	+4
Lumber, building, hardware, farm equipment group.....				1,321	1,300	1,225	+2	+8
Automotive group.....				3,660	3,760	3,277	-3	+12
Gasoline service stations.....				1,605	1,566	1,539	+2	+4
Drug and proprietary stores.....				683	690	693	-1	-1

¹ Advance sample estimates.

Source: Office of Business Economics

² Preliminary estimates of full sample.

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

⁴ Separate department store figures have been discontinued until arrangements are made to obtain these data on a comparable basis with that used for the other kinds of retail trade. However, department store figures are included in the general merchandise group based on data supplied by the Federal Reserve Board.