



For release December 10, 1963

CB-63-391

NOVEMBER 1963

Total sales of retail stores in November were \$21.5 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal variations and trading day differences, but not for price changes, was about 1 percent below October 1963 and 2 percent above November 1962.

The Office of Business Economics noted that durable goods sales in November, adjusted for seasonal and trading day differences, were off 2 percent, primarily due to a decline in sales of automobile dealers from the record level in October. Sales of nondurable goods stores were little changed from October to November as small declines in some lines of trade were offset by moderate gains in other lines. Based on the full sample, seasonally adjusted sales of all retail stores in October 1963 were about 2 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 by the estimates subsequently derived from the full sample.

The revision of the total seldom exceeds 1.5 percent and for the past year has averaged 0.7 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 0.9 percent for the food group to 2.4 percent for the furniture and appliance group.

(more)

ADVANCE RETAIL SALES FOR NOVEMBER 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
	November ¹	October ²	November
Retail stores, total ³	21,506	21,564	20,911
Durable-goods stores, total ³	7,055	7,586	6,742
Nondurable-goods stores, total ³	14,451	13,978	14,169
Food group.....	5,091	4,928	4,917
Grocery stores.....	4,644	4,461	4,456
Eating and drinking places.....	1,486	1,563	1,445
General merchandise group.....	2,732	2,455	2,711
Apparel group.....	1,309	1,205	1,320
Furniture and appliance group.....	1,088	1,091	1,020
Lumber, building, hardware, farm equip. group	1,323	1,521	1,271
Automotive group.....	3,961	4,372	3,869
Gasoline service stations.....	1,611	1,642	1,561
Drug and proprietary stores.....	663	667	660

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

NOVEMBER 1963

(ADJUSTED for seasonal variations and trading day differences⁴)

Kind-of-business group	Percentage change, Nov. 1963 from--		Sales (millions of dollars)				Percentage change, Oct. 1963 from--	
	Oct. 1963	Nov. 1962	1963			1962	Sept. 1963	Oct. 1962
			Nov. ¹	Oct. ²	Sept.	Oct.		
Retail stores, total ³	-1	+2	20,586	20,751	20,426	19,837	+2	+5
Durable-goods stores, total ³ ...	-2	+6	6,801	6,929	6,606	6,353	+5	+9
Nondurable-goods stores, total ³	0	+1	13,785	13,822	13,820	13,484	0	+3
Food group.....				4,961	4,897	4,881	+1	+2
Eating and drinking places.....				1,536	1,470	1,456	+4	+5
General merchandise group.....				2,338	2,411	2,270	-3	+3
Apparel group.....				1,162	1,204	1,178	-3	-1
Furniture and appliance group.....				1,024	985	910	+4	+13
Lumber, building, hardware, farm equipment group.....				1,346	1,318	1,256	+2	+7
Automotive group.....				3,966	3,717	3,666	+7	+8
Gasoline service stations.....				1,611	1,605	1,571	0	+3
Drug and proprietary stores.....				683	688	662	-1	+3

¹ Advance sample estimates.

² Preliminary estimates of full sample.

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

⁴ Data adjusted for seasonal variations and trading day differences have been derived by a new method.