



For release  
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Total sales of retail stores in October were \$20.9 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 September and 8 percent above October 1961.

The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, the rise in seasonally adjusted sales was concentrated in durable-goods stores due to record sales of automotive dealers. In nondurables, department store sales were lower than in September while other groups were mixed. Based on the full sample, seasonally adjusted sales of all retail stores in September were virtually unchanged from August.

The September 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 OCTOBER 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    |
|   | October <sup>1</sup>        | September <sup>2</sup> | October |
| Retail stores, total <sup>3</sup> .....           | 20,913                      | 18,839                 | 18,751  |
| Durable-goods stores, total <sup>3</sup> .....    | 7,169                       | 5,589                  | 6,037   |
| Nondurable-goods stores, total <sup>3</sup> ..... | 13,744                      | 13,250                 | 12,714  |
| Food group.....                                   | 4,838                       | 4,855                  | 4,523   |
| Grocery stores.....                               | 4,368                       | 4,390                  | 4,070   |
| Eating and drinking places.....                   | 1,583                       | 1,524                  | 1,409   |
| General merchandise group.....                    | 2,461                       | 2,240                  | 2,165   |
| Department stores.....                            | 41,429                      | 1,304                  | 1,284   |
| Apparel group.....                                | 1,193                       | 1,177                  | 1,188   |
| Furniture and appliance group.....                | 1,003                       | 907                    | 915     |
| Lumber, building, hardware, farm equip. group     | 1,447                       | 1,350                  | 1,328   |
| Automotive group.....                             | 4,204                       | 2,801                  | 3,298   |
| Gasoline service stations.....                    | 1,626                       | 1,568                  | 1,550   |
| Drug and proprietary stores.....                  | 675                         | 641                    | 634     |

See footnotes below table 2.

Source: Bureau of the Ce. 18

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, Oct. 1962 from-- |           | Sales (millions of dollars) |        |        |        | Percentage change, Sept. 1962 from-- |            |
|---|-------------------------------------|-----------|-----------------------------|--------|--------|--------|--------------------------------------|------------|
|   | Sept. 1962                          | Oct. 1961 | 1962                        |        |        | 1961   | Aug. 1962                            | Sept. 1961 |
|   |                                     |           | Oct.                        | Sept.  | Aug.   | Sept.  |                                      |            |
| Retail stores, total <sup>3</sup> .....               | +2.1<br>+2                          | +8        | 20,071                      | 19,662 | 19,569 | 18,131 | 0                                    | +8         |
| Durable-goods stores, total <sup>3</sup> ...          | +8.3<br>+8                          | +13       | 6,607                       | 6,108  | 6,128  | 5,610  | 0                                    | +9         |
| Nondurable-goods stores, total <sup>3</sup>           | +0.1<br>+1                          | +6        | 13,464                      | 13,554 | 13,441 | 12,521 | +1                                   | +8         |
| Food group.....                                       |                                     |           |                             | 4,948  | 4,856  | 4,602  | +2                                   | +8         |
| Eating and drinking places.....                       |                                     |           |                             | 1,465  | 1,461  | 1,377  | 0                                    | +6         |
| General merchandise group.....                        |                                     |           |                             | 2,340  | 2,301  | 2,075  | +2                                   | +13        |
| Apparel group.....                                    |                                     |           |                             | 1,188  | 1,224  | 1,106  | -3                                   | +7         |
| Furniture and appliance group.....                    |                                     |           |                             | 942    | 909    | 876    | +4                                   | +8         |
| Lumber, building, hardware, farm equipment group..... |                                     |           |                             | 1,257  | 1,261  | 1,123  | 0                                    | +12        |
| Automotive group.....                                 |                                     |           |                             | 3,364  | 3,423  | 3,109  | -2                                   | +8         |
| Gasoline service stations.....                        |                                     |           |                             | 1,567  | 1,546  | 1,511  | +1                                   | +1         |
| Drug and proprietary stores.....                      |                                     |           |                             | 660    | 673    | 641    | -2                                   |            |

Source: Office of Business Economics

<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.