

COMMERCE

Office of the Secretary

Luther H. Hodges, Secretary

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ADVANCE REPORT ON RETAIL SALES, NOVEMBER 1961

Total sales of retail stores in November were \$19.4 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 \$19.3 billion, about 3 percent above October and 5 percent above November 1960.

The November sales figures are based on the Advance Report on Retail Trade, 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 39,000 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 of the estimates subsequently derived from the full sample, but the revision of the total seldom exceeds $1\frac{1}{2}$ percent.

The advance Census figures for November are shown in table 1 of this release. The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, the strong sales rise in October continued in November to bring total retail sales to a new high. Virtually all major kinds of business participated in the November advance with the largest relative increase shown by the automotive group. Estimates for October for the full sample indicate that seasonally adjusted retail sales were about 3 percent above September.

(more)

ADVANCE RETAIL SALES FOR NOVEMBER 1961

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)		
	1961		1960
	November ¹	October ²	November ^r
Retail stores, total ³	19,426	18,797	18,385
Durable-goods stores, total ³	6,211	6,083	5,814
Nondurable-goods stores, total ³	13,215	12,714	12,571
Food group.....	4,602	4,516	4,433
Grocery stores.....	4,141	4,068	3,970
Eating and drinking places.....	1,370	1,417	1,305
General merchandise group.....	2,438	2,162	2,237
Department stores.....	4,1462	1,284	1,316
Apparel group.....	1,276	1,206	1,190
Furniture and appliance group.....	978	919	927
Lumber, building, hardware, farm equip.group.	1,180	1,326	1,201
Automotive group.....	3,485	3,332	3,174
Gasoline service stations.....	1,562	1,547	1,455
Drug and proprietary stores.....	641	631	608

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. 1961 from--		Sales (millions of dollars)				Percentage change, Oct. 1961 from--	
	Oct. 1961	Nov. 1960	1961			1960	Sept. 1961	Oct. 1960
			Nov. ¹	Oct. ²	Sept.	Oct. ^r		
Retail stores, total ³	+3	+5	19,270	18,622	18,141	18,543	+3	0
Durable-goods stores, total ³	+7	+7	6,306	5,900	5,620	6,076	+5	-3
Nondurable-goods stores, total ³ ..	+2	+4	12,964	12,722	12,521	12,467	+2	+2
Food group.....			4,639	4,602	4,507		+1	+3
Eating and drinking places.....			1,377	1,377	1,344		0	+2
General merchandise group.....			2,098	2,075	2,033		+1	+3
Apparel group.....			1,191	1,106	1,124		+8	+6
Furniture and appliance group.....			884	876	895		+1	-1
Lumber, building, hardware, farm equipment group.....			1,195	1,123	1,277		+6	-6
Automotive group.....			3,301	3,119	3,405		+6	-3
Gasoline service stations.....			1,518	1,511	1,481		0	+2
Drug and proprietary stores.....			641	641	637		0	+1

Source: Office of Business Economics

^r Monthly sales by kind of business revised for 1960. See Monthly Retail Trade Report for January 1961.

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.