

UNITED STATES DEPARTMENT OF
COMMERCE

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ADVANCE REPORT ON RETAIL SALES, FEBRUARY 1962

Total sales of retail stores in February were \$16.0 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 \$18.9 billion, virtually unchanged from January but about 6 percent above February 1961.

The February 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 February are shown in table 1 of this release. The Office of Business Economics indicated that, after adjustment for seasonal variations and trading day differences, the month-to-month changes in sales among the trades were small, with declines in the durables slightly more than offset by gains in most of the nondurable groups. Estimates for January for the full sample indicate that seasonally adjusted retail sales were virtually unchanged from December.

(more)

ADVANCE RETAIL SALES FOR FEBRUARY 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
	February ¹	January ²	February
Retail stores, total ³	15,982	16,980	15,071
Durable-goods stores, total ³	4,900	5,177	4,479
Nondurable-goods stores, total ³	11,082	11,803	10,592
Food group.....	4,306	4,494	4,173
Grocery stores.....	3,911	4,057	3,747
Eating and drinking places.....	1,211	1,287	1,135
General merchandise group.....	1,526	1,627	1,417
Department stores.....	4870	945	796
Apparel group.....	783	946	775
Furniture and appliance group.....	714	769	682
Lumber, building, hardware, farm equip. group...	855	891	826
Automotive group.....	2,927	3,111	2,587
Gasoline service stations.....	1,309	1,437	1,282
Drug and proprietary stores.....	627	661	588

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, Feb. 1962 from--		Sales (millions of dollars)				Percentage change, Jan. 1962 from--	
	Jan. 1962	Feb. 1961	1962		1961		Dec. 1961	Jan. 1961
			Feb. ¹	Jan. ²	Dec.	Jan.		
Retail stores, total ³	0	+6	18,944	18,878	18,836	17,773	0	+6
Durable-goods stores, total ³ ..	-1	+10	5,875	5,928	5,924	5,359	0	+11
Nondurable-goods stores, total ³	+1	+5	13,069	12,950	12,912	12,414	0	+4
Food group.....				4,709	4,631	4,563	+2	+3
Eating and drinking places.....				1,403	1,407	1,340	0	+5
General merchandise group.....				2,126	2,184	1,950	-3	+9
Apparel group.....				1,182	1,164	1,144	+2	+3
Furniture and appliance group.....				871	914	844	-5	+3
Lumber, building, hardware, farm equipment group.....				1,223	1,225	1,190	0	+3
Automotive group.....				3,356	3,286	2,848	+2	+18
Gasoline service stations.....				1,533	1,539	1,465	0	+5
Drug and proprietary stores.....				666	693	615	-4	+8

Source: Office of Business Economics

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.