

s)
g.
fr
ly

UNITED STATES DEPARTMENT OF COMMERCE



Frederick H. Mueller, Secretary

WASHINGTON 25, D. C.

For release October 6, 1960

CB-60-317

MONTHLY RETAIL TRADE REPORT: AUGUST 1960

Total sales of all retail stores in the United States during August 1960 were estimated at \$18.2 billion, virtually unchanged from the sales for July 1960 and 1 percent above August 1959. After adjustment for seasonal variations and trading day differences, but not for price changes, August 1960 sales were unchanged from July of this year and August a year ago. Adjusted sales of durable-goods stores in August 1960 increased 2 percent from July but showed a decrease of 5 percent from August 1959. Sales of nondurable-goods stores remained virtually unchanged from the previous month but increased 3 percent over the same month a year ago.

Ar

These and other data shown in this release are presented in advance of their publication in the Monthly Retail Trade Report for August 1960 (BR-60-8), because of particular interest in their early release. The final report which will contain regional sales estimates and greater detail by kind of business, as well as accounts receivable data, will be released on or about October 12, 1960. The data in this release are based on a sample of retail firms and are, therefore, subject to sampling variability. A description of the sample and measures of sampling variability are shown in the Explanatory Material of the Monthly Retail Trade Report.

(more)

Table 1. ESTIMATED MONTHLY RETAIL SALES--UNITED STATES,
BY KIND OF BUSINESS: AUGUST 1960

(Millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1960		1959	1960		1959
	August ²	July ³	August	August ²	July ³	August
United States, total.....	18,150	18,066	18,054	18,190	18,107	18,110
Durable-goods stores, total.....	5,965	5,793	6,240	5,774	5,687	6,095
Nondurable-goods stores, total.....	12,185	12,273	11,814	12,416	12,420	12,015
Food group.....	4,407	4,704	4,295	4,510	4,474	4,305
Grocery stores.....	3,931	4,216	3,823	4,031	3,994	3,834
Eating and drinking places.....	1,480	1,493	1,458	1,319	1,348	1,295
General merchandise group.....	1,912	1,700	1,843	1,977	2,004	1,989
Department stores.....	1,094	969	1,057	1,130	1,185	1,183
Variety stores.....	316	294	304	341	326	315
Mail order houses (department store... merchandise).	153	116	132	153	151	144
Apparel group.....	1,001	943	958	1,166	1,119	1,096
Men's, boys' wear stores.....	172	175	172	221	204	217
Women's apparel, accessory stores.....	395	369	378	463	451	
Shoe stores.....	203	187	178	219	207	185
Furniture and appliance group.....	911	861	942	885	907	952
Furniture, home furnishings stores.....	592	540	596	569	577	593
Household appliances, TV, radio stores.	319	321	346	316	330	359
Household appliance dealers.....	264	265	275	NA	NA	NA
Lumber, building, hardware, farm equip- ment group.....	1,389	1,384	1,421	1,218	1,277	1,297
Lumber, building materials dealers.....	850	802	863	715	728	758
Hardware stores.....	235	251	229	228	253	230
Automotive group.....	3,210	3,097	3,410	3,200	3,005	3,350
Passenger car, other automotive dealers	2,993	2,869	3,178	3,006	2,796	3,135
Passenger car dealers (franchised)...	2,604	2,467	2,772	NA	NA	NA
Tire, battery, accessory dealers.....	217	228	232	194	209	215
Gasoline service stations.....	1,578	1,587	1,504	1,465	1,474	1,392
Drug and proprietary stores.....	608	607	587	623	629	600
Drug stores.....	578	576	554	NA	NA	NA
Liquor stores.....	403	420	396	421	416	398

¹ Data adjusted for seasonal variations and trading day differences by the Office of Business Economics, U. S. Department of Commerce.

² Preliminary estimates } See page 17 of Monthly Retail Trade Report (BR-60-8).

³ Final estimates

Note: United States and group totals include kinds of business not shown separately.
NA Not available.

Table 2. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 11 OR MORE
RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1960

(Millions of dollars)

Kind of business	Not adjusted			Adjusted ¹		
	1960		1959	1960		1959
	August	July	August	August	July	August
United States, total.....	3,916	r3,930	3,777	4,079	r4,105	3,972
Food group.....	1,696	1,867	1,652	NA	NA	NA
Grocery stores ²	1,624	1,792	1,580	1,724	r1,715	1,635
General merchandise group.....	1,225	1,081	1,164	1,261	r1,293	1,273
Department stores.....	711	646	687	732	r788	778
Variety stores.....	247	227	236	266	251	247
Apparel group.....	229	209	215	274	258	254
Shoe stores.....	75	69	67	85	79	74
Furniture and appliance group.....	83	r80	82	NA	NA	NA
Drug and proprietary stores.....	104	106	98	109	110	103

NA Not available. r Revised.

¹ Data adjusted for seasonal variations and trading day differences by the Office of Business Economics, U. S. Department of Commerce.

Based on weekly sales figures converted to calendar month totals. August 1960 weekly sales (in millions of dollars) were as follows: For week ending August 6 = 394; August 13 = 378; August 20 = 385; August 27 = 375.

Note: United States and group totals include kinds of business not shown separately.

Table 3. ESTIMATED MONTHLY RETAIL SALES OF STORES OF FIRMS OPERATING 4 OR MORE
RETAIL STORES--UNITED STATES, BY KIND OF BUSINESS: AUGUST 1960

(Millions of dollars. Data are NOT ADJUSTED for seasonal variations or trading day differences)

Kind of business	1960		1959
	August ¹	July ²	August
United States, total.....	4,533	4,552	4,297
Food group.....	1,867	2,047	1,772
Grocery stores.....	1,777	1,955	1,688
General merchandise group.....	1,325	1,167	1,246
Department stores.....	787	709	741
Drug and proprietary stores.....	132	134	119

¹ Preliminary estimates. }

² Final estimates. }

See page 17 of Monthly Retail Trade Report (BR-60-8).

Note: United States and group totals include kinds of business not shown separately.

Table 4. PERCENTAGE CHANGES IN SALES OF STORES OF FIRMS OPERATING 1 TO 10
RETAIL STORES--SPECIFIED STANDARD METROPOLITAN AREAS: AUGUST 1960

(Based on figures NOT ADJUSTED for seasonal variations or trading day differences)

Standard metropolitan area	Aug. 1960 from July 1960	Standard metropolitan area	Aug. 1960 from July 1960
Atlanta, Ga.....	+3	Lexington, Ky.....	+4
Atlantic City, N. J.....	-2	Los Angeles-Long Beach, Calif....	0
Baltimore, Md.....	+1	Milwaukee, Wis.....	+1
Beaumont-Port Arthur, Tex.....	0	Minneapolis-St. Paul, Minn.....	+13
Birmingham, Ala.....	+7	New Orleans, La.....	-5
Boston, Mass.....	+1	New York-Northeastern New Jersey.	-2
Buffalo, N. Y.....	+3	New York portion.....	-2
Charlotte, N. C.....	-2	New Jersey portion.....	+2
		Philadelphia, Pa.....	-2
Chicago, Ill.....	-1	Pittsburgh, Pa.,.....	0
Cincinnati, Ohio.....	+2	Providence, R. I.....	0
Cleveland, Ohio.....	-4	Richmond, Va.....	+4
Des Moines, Iowa.....	+7	St. Joseph, Mo.....	+10
Detroit, Mich.....	-3	St. Louis, Mo.....	-3
Fort Worth, Tex.....	+1	San Francisco-Oakland, Calif....	+6
Houston, Tex.....	+3	Tampa-St. Petersburg, Fla.....	+7
Kansas City, Mo.....	+2	Washington, D. C.....	

Note: See page 19 of the Monthly Retail Trade Report for Standard Metropolitan Area definitions.