



U.S. DEPARTMENT OF COMMERCE. Luther H. Hodges, Secretary
BUREAU OF THE CENSUS, Richard M. Scammon, Director

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Total sales of retail stores in August were \$19.9 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 \$19.6 billion, slightly down from July and about 8 percent above August 1961.

The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, August sales of durable goods were off about 3 percent. The automotive group had a decline in August from the record level reached in July. Nondurable goods sales were up slightly to a new peak for the series. Estimates for July for the full sample indicate that seasonally adjusted retail sales were about 3 percent above June.

The August 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 AUGUST 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
	August ¹	July ²	August
Retail stores, total ³	19,879	19,068	18,315
Durable-goods stores, total ³	6,391	6,346	5,702
Nondurable-goods stores, total ³	13,488	12,722	12,613
Food group.....	4,982	4,710	4,644
Grocery stores.....	4,461	4,249	4,172
Eating and drinking places.....	1,629	1,571	1,507
General merchandise group.....	2,207	1,927	2,032
Department stores.....	⁴ 1,285	1,109	1,177
Apparel group.....	1,044	967	1,039
Furniture and appliance group.....	918	855	914
Lumber, building, hardware, farm equip. group.	1,459	1,399	1,336
Automotive group.....	3,475	3,594	2,975
Gasoline service stations.....	1,683	1,665	1,616
Drug and proprietary stores.....	662	643	630

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, August 1962 from--		Sales (millions of dollars)				Percentage change, July 1962 from--	
	July 1962	Aug. 1961	1962			1961	June 1962	July 1961
			Aug.	July	June	July		
Retail stores, total ³	-0.5	+8	19,589	19,682	19,089	18,017	+3	+9
Durable-goods stores, total ³ ..	-3.2	+13	6,193	6,398	6,029	5,496	+6	+16
Nondurable-goods stores, total ³	+0.5	+5	13,396	13,284	13,060	12,521	+2	+6
Food group.....				4,811	4,722	4,610	+2	+4
Eating and drinking places.....				1,408	1,464	1,335	-4	+5
General merchandise group.....				2,284	2,198	2,069	+4	+10
Apparel group.....				1,195	1,114	1,118	+7	+7
Furniture and appliance group.....				890	861	883	+3	+1
Lumber, building, hardware, farm equipment group.....				1,272	1,212	1,196	+5	+6
Automotive group.....				3,688	3,436	2,925	+7	+26
Gasoline service stations.....				1,542	1,553	1,485	-1	+1
Drug and proprietary stores.....				671	680	649	-1	

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.