



For release Sept. 10, 1963

AUGUST 1963

CB-63-367

Total sales of retail stores in August were \$21.1 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal variations and trading day differences, but not for price changes, was virtually unchanged from July 1963 and 6 percent above August 1962.

The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, most major durable goods trades showed lower sales from July to August. Sales of nondurable goods stores increased to a new high in August. Small gains were recorded in most soft-goods lines. Based on the full sample, seasonally adjusted sales of all retail stores in July 1963 were about 1 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 by the estimates subsequently derived from the full sample.

The revision of the total seldom exceeds 1.5 percent and for the past year has averaged 0.8 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 0.9 percent for the food group to 2.7 percent for the furniture and appliance group.

Revision of data adjusted for seasonal variations and trading day differences.--  
The data in this publication have been based on newly developed seasonal adjustment and trading day difference factors which replace the previously used factors. The new seasonal adjustment factors are based on the X-9 version of the Census Method II seasonal adjustment program. The new trading day factors were developed in accordance with the method described in Seasonal Adjustment on Electronic Computers, the "Measurement of Calendar Variation," pp. 343-360, Organization for Economic Cooperation and Development, Paris, 1961. Details concerning the new seasonal and trading day factors may be obtained from the Chief Economic Statistician, Bureau of the Census, Washington, D. C., 20233. (See Explanatory Material in the Monthly Retail Trade Report for July, page 16.)

(more)

For sale by the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single subscription) \$600. Single copies, available only from the Bureau of the Census, 10¢ each.

ADVANCE RETAIL SALES FOR AUGUST 1963

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)		
	1963		1962
	August <sup>1</sup>	July <sup>2</sup>	August
Retail stores, total <sup>3</sup> .....	21,129	20,584	19,920
Durable-goods stores, total <sup>3</sup> .....	6,621	7,008	6,321
Nondurable-goods stores, total <sup>3</sup> .....	14,508	13,576	13,599
Food group.....	5,329	4,987	4,997
Grocery stores.....	4,820	4,488	4,521
Eating and drinking places.....	1,709	1,658	1,630
General merchandise group.....	2,449	2,138	2,241
Apparel group.....	1,141	1,012	1,096
Furniture and appliance group.....	996	957	948
Lumber, building, hardware, farm equip. group	1,436	1,450	1,435
Automotive group.....	3,589	4,037	3,421
Gasoline service stations.....	1,792	1,733	1,662
Drug and proprietary stores.....	666	653	658

See footnotes below table 2.

Table 2. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(ADJUSTED for seasonal variations and trading day differences<sup>4</sup>)

Kind-of-business group	Percentage change, Aug. 1963 from--		Sales (millions of dollars)				Percentage change, July 1963 from--	
	July 1963	Aug. 1962	1963			1962	June 1963	July 1962
			Aug. <sup>1</sup>	July <sup>2</sup>	June	July		
Retail stores, total <sup>3</sup> .....	0	+6	20,767	20,759	20,486	19,658	+1	+6
Durable-goods stores, total <sup>3</sup> ...	-2	+7	6,637	6,804	6,630	6,305	+3	+8
Nondurable-goods stores, total <sup>3</sup>	+1	+5	14,130	13,955	13,856	13,353	+1	+5
Food group.....				5,015	4,923	4,833	+2	+4
Eating and drinking places.....				1,508	1,511	1,426	0	+6
General merchandise group.....				2,450	2,434	2,263	+1	+8
Apparel group.....				1,216	1,179	1,189	+3	+2
Furniture and appliance group.....				970	935	899	+4	+8
Lumber, building, hardware, farm equipment group.....				1,261	1,263	1,245	0	+1
Automotive group.....				3,974	3,843	3,632	+3	+9
Gasoline service stations.....				1,621	1,584	1,544	+2	+5
Drug and proprietary stores.....				667	674	669	-1	0

<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> Data adjusted for seasonal variations and trading day differences have been derived by a new method (See reverse side).