



Total sales of retail stores in September were \$19.0 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 2 percent below August 1963 and 2 percent above September 1962.

The Office of Business Economics noted that after adjustment for seasonal and trading day differences, most major lines of trade experienced a reduction in sales from August to September. Durable goods stores sales declined 2 percent and nondurables 3 percent between these months. Based on the full sample, seasonally adjusted sales of all retail stores in August 1963 were virtually unchanged from July.

The September 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 0.8 percent for the food group to 2.6 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 Aug., page 15.)

(more)

ADVANCE RETAIL SALES FOR SEPTEMBER 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
	September ¹	August ²	September
Retail stores, total ³	18,999	21,031	18,863
Durable-goods stores, total ³	5,794	6,560	5,604
Nondurable-goods stores, total ³	13,205	14,471	13,259
Food group.....	4,689	5,330	4,823
Grocery stores.....	4,196	4,829	4,369
Eating and drinking places.....	1,543	1,701	1,513
General merchandise group.....	2,314	2,466	2,232
Apparel group.....	1,133	1,163	1,193
Furniture and appliance group.....	908	988	916
Lumber, building, hardware, farm equip. group	1,379	1,465	1,343
Automotive group.....	2,944	3,522	2,808
Gasoline service stations.....	1,551	1,733	1,564
Drug and proprietary stores.....	646	676	632

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 differences⁴)

Kind-of-business group	Percentage change, Sept. 1963 from--		Sales (millions of dollars)				Percentage change, Aug. 1963 from--	
	Aug. 1963	Sept. 1962	1963		1962	July 1963	Aug. 1962	
			Sept. ¹	Aug. ²	July			Aug.
Retail stores, total ³	-2	+2	20,170	20,676	20,719	19,671	0	+5
Durable-goods stores, total ³ ...	-2	+4	6,427	6,564	6,773	6,219	-3	+6
Nondurable-goods stores, total ³	-3	+1	13,743	14,112	13,946	13,452	+1	+5
Food group.....				5,009	5,030	4,848	0	+3
Eating and drinking places.....				1,522	1,497	1,461	+2	+4
General merchandise group.....				2,498	2,441	2,279	+2	+10
Apparel group.....				1,254	1,214	1,200	+3	+4
Furniture and appliance group.....				935	979	906	-4	+3
Lumber, building, hardware, farm equipment group.....				1,302	1,262	1,254	+3	+4
Automotive group.....				3,725	3,940	3,528	-5	+6
Gasoline service stations.....				1,615	1,602	1,550	+1	+4
Drug and proprietary stores.....				681	674	670	+1	+2

¹ Advance sample estimates.

² Preliminary estimates of full sample.

³ Totals include data for kinds of business not shown separately.

⁴ Data adjusted for seasonal variations and trading day differences have been derived by a new method (See reverse side).