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Total sales of retail stores in October were \$21.6 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 above September 1963 and 5 percent above October 1962.

The Office of Business Economics noted that after adjustment for seasonal and trading day differences, durable goods sales advanced to a new record as most trades reported higher sales. Nondurable goods stores also reached a new high. Apparel and general merchandise stores had lower sales, but most other nondurable trades increased. Based on the full sample, seasonally adjusted sales of all retail stores in September 1963 were about 1 percent below August.

The October 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.

(more)

ADVANCE RETAIL SALES FOR OCTOBER

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
	October <sup>1</sup>	September <sup>2</sup>	October
Retail stores, total <sup>3</sup> .....	21,588	19,236	20,576
Durable-goods stores, total <sup>3</sup> .....	7,449	5,936	6,988
Nondurable-goods stores, total <sup>3</sup> .....	14,139	13,300	13,588
Food group.....	5,045	4,717	4,803
Grocery stores.....	4,555	4,265	4,350
Eating and drinking places.....	1,606	1,534	1,485
General merchandise group.....	2,459	2,292	2,372
Apparel group.....	1,176	1,148	1,214
Furniture and appliance group.....	1,085	967	962
Lumber, building, hardware, farm equip. group.....	1,489	1,437	1,420
Automotive group.....	4,242	2,940	4,082
Gasoline service stations.....	1,677	1,593	1,604
Drug and proprietary stores.....	687	656	647

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<sup>4</sup>)

Kind-of-business group	Percentage change, Oct. 1963 from--		Sales (millions of dollars)				Percentage change, Sept. 1963 from--	
	Sept. 1963	Oct. 1962	1963			1962	Aug. 1963	Sept. 1962
			Oct. <sup>1</sup>	Sept. <sup>2</sup>	Aug.	Sept.		
Retail stores, total <sup>3</sup> .....	+2	+5	20,861	20,385	20,666	19,844	-1	+3
Durable-goods stores, total <sup>3</sup> ...	+5	+7	6,848	6,531	6,562	6,273	0	+4
Nondurable-goods stores, total <sup>3</sup>	+1	+4	14,013	13,854	14,104	13,571	-2	+2
Food group.....				4,931	4,996	4,877	-1	+1
Eating and drinking places.....				1,478	1,519	1,458	-3	+1
General merchandise group.....				2,408	2,497	2,321	-4	+4
Apparel group.....				1,190	1,259	1,202	-5	-1
Furniture and appliance group.....				973	939	920	+4	+6
Lumber, building, hardware, farm equipment group.....				1,324	1,299	1,274	+2	+4
Automotive group.....				3,654	3,733	3,548	-2	+3
Gasoline service stations.....				1,599	1,612	1,566	-1	+2
Drug and proprietary stores.....				698	685	661	+2	+6

<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.