

UNITED STATES DEPARTMENT OF  
**COMMERCE**

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ADVANCE REPORT ON RETAIL SALES, JULY 1960

Total sales of retail stores in July were \$18.3 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal variations and trading day differences, was about 1 percent below June and virtually unchanged from July 1959.

The July sales figures are based on the Advance Report on Retail Trade, 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 39,000 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, on the basis of estimates subsequently derived from the full sample, but the revision of the total seldom exceeds  $1\frac{1}{2}$  percent.

The advance Census figures for July are shown in table 1 of this release. The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, a decline in sales of durable goods stores in July was due to a reduction in new car sales. At nondurable goods stores changes were mixed and mostly offsetting. Estimates for June for the full sample indicate that seasonally adjusted retail sales were 1 percent above May.

(more)

ADVANCE RETAIL SALES FOR JULY 1960

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)		
	1960		1959
	July <sup>1</sup>	June <sup>2</sup>	July
Retail stores, total <sup>3</sup> .....	18,267	18,991	18,332
Durable-goods stores, total <sup>3</sup> .....	5,928	6,639	6,419
Nondurable-goods stores, total <sup>3</sup> .....	12,339	12,352	11,913
Food group.....	4,782	4,530	4,481
Grocery stores.....	4,283	4,044	3,999
Eating and drinking places.....	1,462	1,417	1,457
General merchandise group.....	1,698	1,899	1,701
Department stores.....	4963	1,116	970
Apparel group.....	953	1,099	925
Furniture and appliance group.....	867	936	916
Lumber, building, hardware, farm equip. group.	1,379	1,502	1,465
Automotive group.....	3,185	3,716	3,579
Gasoline service stations.....	1,605	1,533	1,516
Drug and proprietary stores.....	606	607	579

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, July 1960 from--		Sales (millions of dollars)				Percentage change June 1960 from--	
	June 1960	July 1959	1960			1959	May 1960	June 1959
			July <sup>1</sup>	June <sup>2</sup>	May	June		
Retail stores, total <sup>3</sup> ....	-1	0	18,313	18,576	18,480	18,189	+1	+2
Durable-goods stores, total <sup>3</sup> .	-3	-5	5,825	6,011	6,080	6,162	-1	-2
Nondurable-goods stores, total <sup>3</sup> .	-1	+3	12,488	12,565	12,400	12,027	+1	+4
Food group.....				4,617	4,566	4,300	+1	+7
Eating and drinking places.....				1,358	1,342	1,312	+1	+4
General merchandise group.....				1,982	1,936	1,961	+2	+1
Apparel group.....				1,141	1,117	1,100	+2	+4
Furniture and appliance group.....				898	918	936	-2	-4
Lumber, building, hardware, farm equipment group...				1,288	1,277	1,271	+1	+1
Automotive group.....				3,336	3,375	3,476	-1	-4
Gasoline service stations.....				1,470	1,451	1,388	+1	+6
Drug and proprietary stores.....				623	619	596	+1	+5

Source: Office of Business Economics

<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> Based on preliminary estimates supplied by Federal Reserve Board.

Note: Effective with January 1960, the statistics include retail sales in Alaska and Hawaii which in 1958, according to preliminary results of the Retail Census, accounted for approximately 0.1 and 0.3 percent, respectively of the United States total.