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## ADVANCE REPORT ON RETAIL SALES, OCTOBER 1961

Total sales of retail stores in October were \$18.7 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 \$18.6 billion, about 2 percent above September but unchanged from October 1960.

The October 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 of the estimates subsequently derived from the full sample, but the revision of the total seldom exceeds 1½ percent.

The advance Census figures for October are shown in table 1 of this release. The Office of Business Economics indicated that, after adjustment for seasonal variations and trading day differences, the October rise in retail sales was in large part attributable to the substantially improved marketing of new cars. Sales of apparel and general merchandise stores also rose appreciably from September rates. Estimates for September for the full sample indicate that seasonally adjusted retail sales were virtually unchanged from August.

(more)

ADVANCE RETAIL SALES FOR OCTOBER 1961

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)		
	1961		1960
	October <sup>1</sup>	September <sup>2</sup>	October <sup>r</sup>
Retail stores, total <sup>3</sup> .....	18,657	18,195	18,648
Durable-goods stores, total <sup>3</sup> .....	6,005	5,376	6,013
Nondurable-goods stores, total <sup>3</sup> .....	12,652	12,819	12,635
Food group.....	4,547	4,849	4,516
Grocery stores.....	4,072	4,379	4,060
Eating and drinking places.....	1,385	1,444	1,379
General merchandise group.....	2,177	2,069	2,093
Department stores.....	<sup>4</sup> 1,319	1,224	1,241
Apparel group.....	1,175	1,151	1,183
Furniture and appliance group.....	904	877	919
Lumber, building, hardware, farm equip. group.....	1,344	1,270	1,386
Automotive group.....	3,259	2,723	3,232
Gasoline service stations.....	1,520	1,528	1,505
Drug and proprietary stores.....	631	634	627

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, Oct. 1961 from--		Sales (millions of dollars)				Percentage change, Sept. 1961 from--	
	Sept. 1961	Oct. 1960	1961			1960	Aug. 1961	Sept. 1960
			Oct. <sup>1</sup>	Sept. <sup>2</sup>	Aug.	Sept. <sup>r</sup>		
Retail stores, total <sup>3</sup> .....	+2	0	18,588	18,137	18,181	18,104	0	0
Durable-goods stores, total <sup>3</sup> ..	+6	-2	5,929	5,572	5,472	5,779	+2	-4
Nondurable-goods stores, total <sup>3</sup>	+1	+2	12,659	12,565	12,709	12,325	-1	+2
Food group.....				4,633	4,684	4,456	-1	+4
Eating and drinking places.....				1,382	1,345	1,337	+3	+3
General merchandise group.....				2,075	2,082	1,985	0	+5
Apparel group.....				1,101	1,177	1,134	-6	-3
Furniture and appliance group.....				874	883	888	-1	-2
Lumber, building, hardware, farm equipment group...				1,125	1,164	1,218	-3	-8
Automotive group.....				3,077	2,935	3,177	+5	-3
Gasoline service stations.....				1,520	1,503	1,465	+1	+4
Drug and proprietary stores.....				646	644	632	0	+2

Source: Office of Business Economics

<sup>r</sup> Monthly sales by kind-of-business revised for 1960. See Monthly Retail Trade Review for January 1961.

<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.