

ADVANCE RETAIL SALES REPORT

U.S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS
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ADVANCE REPORT ON RETAIL SALES, JULY 1962

Total sales of retail stores in July were \$18.8 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 \$19.5 billion, about 2 percent above June and 8 percent above July 1961.

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 in the 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, July sales of durable goods were up about 5 percent while nondurable goods were up slightly. The automotive group had a substantial rise and most other durables increased moderately. The June to July change for nondurables was mixed for the various lines of trade. July total sales of \$19.5 billion was slightly higher than May but below sales of \$19.6 billion in the peak month of April. Estimates for June for the full sample indicate that seasonally adjusted retail sales were about 2 percent below May.

(more)

ADVANCE RETAIL SALES FOR JULY 1962

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)		
	1962		1961
	July ¹	June ²	July
Retail stores, total ³	18,841	20,189	17,912
Durable-goods stores, total ³	6,262	6,776	5,630
Nondurable-goods stores, total ³	12,579	13,413	12,282
Food group.....	4,638	5,019	4,682
Grocery stores.....	4,209	4,545	4,210
Eating and drinking places.....	1,513	1,541	1,490
General merchandise group.....	1,963	2,160	1,772
Department stores.....	⁴ 1,116	1,264	1,018
Apparel group.....	961	1,123	953
Furniture and appliance group.....	852	891	845
Lumber, building, hardware, farm equip.group..	1,367	1,433	1,312
Automotive group.....	3,593	3,940	3,023
Gasoline service stations.....	1,626	1,626	1,604
Drug and proprietary stores.....	653	669	629

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 1962 from--		Sales (millions of dollars)				Percentage change, June 1962 from--	
	June 1962	July 1961	1962			1961	May 1962	June 1961
			July	June	May	June		
Retail stores, total ³	+1.9 +2	+8	19,451	19,096	19,432	18,189	-2	+5
Durable-goods stores, total ³ ...	+4.8 +5	+15	6,305	6,019	6,169	5,576	-2	+8
Nondurable-goods stores, total ³ ..	+0.5 +1	+5	13,146	13,077	13,263	12,613	-1	+4
Food group.....				4,709	4,801	4,622	-2	+2
Eating and drinking places.....				1,468	1,444	1,370	+2	+7
General merchandise group.....				2,214	2,268	2,067	-2	+7
Apparel group.....				1,116	1,196	1,136	-7	-2
Furniture and appliance group.....				858	876	857	-2	0
Lumber, building, hardware, farm equipment group.....				1,212	1,257	1,175	-4	+3
Automotive group.....				3,432	3,520	3,058	-2	+12
Gasoline service stations.....				1,556	1,533	1,500	+2	+4
Drug and proprietary stores.....				682	677	642	+1	+6

Source: Office of Business Economics

¹ Advance sample estimates.

² Preliminary estimates of full sample.

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

⁴ Based on preliminary estimates supplied by Federal Reserve Board.