

**COMMERCE**

Office of the Secretary

Frederick H. Mueller, Secretary

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## ADVANCE REPORT ON RETAIL SALES, OCTOBER 1960

Total sales of retail stores in October were \$18.6 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 \$18.5 billion, about 2 percent above September and 1 percent above October 1959.

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, on the basis of 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 noted that, after adjustment for seasonal variations and trading day differences, retail sales rose 2 percent from September to October, bringing sales back to their late spring volume. Paced by automotive dealers and department stores, most lines of trade participated in the October rise. Estimates for September for the full sample indicate that seasonally adjusted retail sales were 1 percent below August.

(more)

ADVANCE RETAIL SALES FOR OCTOBER 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
	October <sup>1</sup>	September <sup>2</sup>	October
Retail stores, total <sup>3</sup> .....	18,597	17,889	19,095
Durable-goods stores, total <sup>3</sup> .....	6,036	5,598	6,420
Nondurable-goods stores, total <sup>3</sup> .....	12,561	12,291	12,675
Food group.....	4,516	4,548	4,594
Grocery stores.....	4,042	4,079	4,115
Eating and drinking places.....	1,398	1,398	1,374
General merchandise group.....	2,059	1,923	2,107
Department stores.....	4,233	1,124	1,255
Apparel group.....	1,187	1,128	1,198
Furniture and appliance group.....	915	871	988
Lumber, building, hardware, farm equip.group.	1,374	1,382	1,413
Automotive group.....	3,250	2,853	3,520
Gasoline service stations.....	1,512	1,478	1,462
Drug and proprietary stores.....	623	613	608

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. 1960 from--		Sales (millions of dollars)				Percentage change, Sept. 1960 from--	
	Sept. 1960	Oct. 1959	1960			1959	Aug. 1960	Sept. 1959
			Oct.	Sept.	Aug.	Sept.		
Retail stores, total <sup>3</sup> ....	+2	+1	18,476	18,046	18,190	17,784	-1	+1
Durable-goods stores, total <sup>3</sup> .	+6	-4	6,096	5,762	5,779	5,773	0	0
Nondurable-goods stores, total <sup>3</sup>	+1	+3	12,380	12,284	12,411	12,011	-1	+2
Food group.....				4,442	4,526	4,267	-2	+4
Eating and drinking places.....				1,341	1,315	1,319	+2	+2
General merchandise group.....				1,967	1,978	1,958	-1	0
Apparel group.....				1,122	1,162	1,111	-3	+1
Furniture and appliance group.....				883	875	928	+1	-5
Lumber, building, hardware, farm equipment group....				1,224	1,222	1,260	0	-3
Automotive group.....				3,166	3,211	3,105	-1	+2
Gasoline service stations.....				1,473	1,456	1,411	+1	+4
Drug and proprietary stores.....				637	628	618	+1	+3

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 results of the Retail Census, accounted for approximately 0.1 and 0.3 percent, respectively of the United States total.