

ADVANCE REPORT ON RETAIL SALES, JULY 1961

Total sales of retail stores in July were \$17.9 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 \$18.1 billion, about 1 percent below June but unchanged from July 1960.

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 1½ 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, sales of both durable and nondurable-goods stores declined from June to July. Lower sales by automotive dealers more than offset increases at other durable-goods stores. Department store sales rose in July, but sales eased in most other nondurable-goods lines. Estimates for June for the full sample indicate that seasonally adjusted retail sales were about 2 percent above May.

(more)

ADVANCE RETAIL SALES FOR JULY 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
	July ¹	June ²	July ^r
Retail stores, total ³	17,902	18,978	18,066
Durable-goods stores, total ³	5,603	6,230	5,773
Nondurable-goods stores, total ³	12,299	12,748	12,293
Food group.....	4,672	4,786	4,691
Grocery stores.....	4,198	4,301	4,220
Eating and drinking places.....	1,464	1,441	1,497
General merchandise group.....	1,762	1,997	1,712
Department stores.....	4 ⁴ 1,004	1,177	970
Apparel group.....	971	1,120	957
Furniture and appliance group.....	881	909	858
Lumber, building, hardware, farm equip. group..	1,295	1,380	1,369
Automotive group.....	2,984	3,458	3,098
Gasoline service stations.....	1,631	1,573	1,587
Drug and proprietary stores.....	625	629	607

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 1961 from--		Sales (millions of dollars)				Percentage change, June 1961 from--	
	June 1961	July 1960	1961			1960	May 1961	June 1960
			July ¹	June ²	May	June ^r		
Retail stores, total ³	-1	0	18,062	18,268	17,995	18,466	+2	-1
Durable-goods stores, total ³ .	-2	-3	5,504	5,599	5,549	5,982	+1	-6
Nondurable-goods stores, total ³	-1	+1	12,558	12,669	12,446	12,484	+2	+1
Food group.....				4,637	4,624	4,567	0	+2
Eating and drinking places.....				1,378	1,347	1,359	+2	+1
General merchandise group.....				2,072	1,974	1,986	+5	+4
Apparel group.....				1,148	1,103	1,137	+4	+1
Furniture and appliance group.....				869	839	882	+4	-1
Lumber, building, hardware, farm equipment group...				1,172	1,119	1,273	+5	-8
Automotive group.....				3,071	3,105	3,341	-1	-8
Gasoline service stations.....				1,505	1,480	1,461	+2	+3
Drug and proprietary stores.....				647	630	619	+3	+5

Source: Office of Business Economics

^r Monthly sales by kind-of-business revised for 1960. See Monthly Retail Trade Report for January 1961.

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.