

ADVANCE RETAIL SALES REPORT

U. S. DEPARTMENT OF COMMERCE

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BUREAU OF THE CENSUS

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ADVANCE REPORT ON RETAIL SALES, SEPTEMBER 1960

Total sales of retail stores in September were \$17.8 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 \$18.0 billion, about 1 percent below August and 1 percent above September 1959.

The September 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 September are shown in table 1 of this release. The Office of Business Economics indicated that, after adjustment for seasonal variations and trading day differences, total sales of both the durable and nondurable goods groups in September were off about 1 percent from August, with changes relatively small in most lines of trade. Estimates for August for the full sample indicate that seasonally adjusted retail sales were unchanged from July.

(more)

ADVANCE RETAIL SALES FOR SEPTEMBER 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)		
	1950		1959
	September ¹	August ²	September
Retail stores, total ³	17,844	18,150	17,570
Durable-goods stores, total ³	5,580	5,965	5,708
Nondurable-goods stores, total ³	12,264	12,185	11,862
Food group.....	4,550	4,407	4,215
Grocery stores.....	4,084	3,931	3,746
Eating and drinking places.....	1,410	1,480	1,378
General merchandise group.....	1,902	1,912	1,917
Department stores.....	41,095	1,094	1,126
Apparel group.....	1,123	1,001	1,120
Furniture and appliance group.....	842	911	921
Lumber, building, hardware, farm equip. group.....	1,390	1,389	1,419
Automotive group.....	2,863	3,210	2,878
Gasoline service stations.....	1,445	1,578	1,419
Drug and proprietary stores.....	604	608	591

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, Sept. 1960 from--		Sales (millions of dollars)				Percentage change, August 1960 from--	
	Aug. 1960	Sept. 1959	1960			1959	July 1960	Aug. 1959
			Sept. ¹	Aug. ²	July	Aug.		
Retail stores, total ³	-1	+1	18,024	18,190	18,107	18,110	0	0
Durable-goods stores, total ³ ..	-1	-1	5,744	5,774	5,687	6,095	+2	-5
Nondurable-goods stores, total ³	-1	+2	12,280	12,416	12,420	12,015	0	+3
Food group.....				4,510	4,474	4,305	+1	+5
Eating and drinking places.....				1,319	1,348	1,295	-2	+2
General merchandise group.....				1,977	2,004	1,989	-1	-1
Apparel group.....				1,166	1,119	1,096	+4	+6
Furniture and appliance group.....				885	907	952	-2	-7
Lumber, building, hardware, farm equipment group....				1,218	1,277	1,297	-5	-6
Automotive group.....				3,200	3,005	3,350	+6	-4
Gasoline service stations.....				1,465	1,474	1,392	-1	+5
Drug and proprietary stores.....				623	629	600	-1	+4

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.

Source: Office of Business Economics

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