

# ADVANCE RETAIL SALES REPORT

U. S. DEPARTMENT OF COMMERCE  
Frederick H. Mueller, Secretary

BUREAU OF THE CENSUS  
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For release  
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## ADVANCE REPORT ON RETAIL SALES, JULY 1959

Total sales of retail stores in July were \$18.2 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences was virtually unchanged from June and about 9 percent above July 1958.

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 1,700 retail firms which, in total, operate some 35,000 stores in the United States. The firms which are cooperating in the early reporting of sales are part of a larger group which furnishes figures at a later date. The advance estimates are preliminary and subject to revision, but the revision of the total seldom exceeds  $1\frac{1}{2}$  percent.

The preliminary Census figures for July are shown in table 1 of this release. The Office of Business Economics indicated that after adjustment for seasonal factors and trading day differences, sales of both the durable and nondurable trades in July remained close to the high May and June figures. Sales advances for apparel, general merchandise, lumber, building, hardware, and drug stores were offset in large part by declines in the other major groups. Final estimates for June indicate that seasonally adjusted retail sales were virtually unchanged from May.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR JULY 1959  
 Table 1. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(NOT ADJUSTED for seasonal factors and trading day differences)

Kind-of-business group	Sales (millions of dollars)		
	1959		1958
	July	June	July
Retail stores, total <sup>1</sup> .....	18,238	18,708	16,596
Durable-goods stores, total <sup>1</sup> .....	6,395	6,826	5,443
Nondurable-goods stores, total <sup>1</sup> .....	11,843	11,882	11,153
Food group.....	4,469	4,271	4,251
Grocery stores.....	3,991	3,797	3,767
Eating and drinking places.....	1,400	1,372	1,373
General merchandise group.....	1,688	1,879	1,576
Department stores.....	2,970	1,107	893
Apparel group.....	945	1,077	867
Furniture and appliance group.....	919	978	840
Lumber, building, hardware, farm equip. group..	1,431	1,489	1,274
Automotive group.....	3,577	3,880	2,907
Gasoline service stations.....	1,478	1,450	1,410
Drug and proprietary stores.....	592	582	524

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 factors and trading day differences)

Kind-of-business group	Percentage change, July 1959 from--		Sales (millions of dollars)				Percentage change, June 1959 from--	
	June 1959	July 1958	1959			1958	May 1959	June 1958
			July	June	May	June		
Retail stores, total <sup>1</sup> .....	+0.3	+9.7	18,248	18,189	18,223	16,581	0	+10
Durable-goods stores, total <sup>1</sup> ..	-0.4	+17.6	6,140	6,162	6,100	5,149	+1	+20
Nondurable-goods stores, total <sup>1</sup>	+0.7	+5.3	12,108	12,027	12,123	11,432	-1	+5
Food group.....			4,300	4,342	4,272	4,272	-1	+1
Eating and drinking places.....			1,312	1,304	1,228	1,228	+1	+7
General merchandise group.....			1,961	2,000	1,787	1,787	-2	+10
Apparel group.....			1,100	1,154	1,012	1,012	-5	+9
Furniture and appliance group.....			936	940	843	843	0	+11
Lumber, building, hardware, farm equipment group..			1,271	1,282	1,137	1,137	-1	+12
Automotive group.....			3,476	3,375	2,736	2,736	+3	+27
Gasoline service stations.....			1,388	1,386	1,274	1,274	0	+9
Drug and proprietary stores.....			596	592	532	532	+1	12

Source: Office of Business Economics

<sup>1</sup> Totals include data for kinds of business not shown separately.

<sup>2</sup> Based on preliminary estimates supplied by Federal Reserve Board.