

**COMMERCE**

Frederick H. Mueller, Secretary

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## ADVANCE REPORT ON RETAIL SALES, NOVEMBER 1960

Total sales of retail stores in November were \$18.6 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal variations and trading day differences, but not for price changes, was unchanged from October and 4 percent above November 1959.

The November 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 November are shown in table 1 of this release. The Office of Business Economics indicated that, after adjustment for seasonal variations and trading day differences, durable goods store sales declined 2 percent primarily due to the reduction in automotive dealers' sales from the high October rate. At nondurable goods stores sales rose 1 percent with gains in most lines of trade more than offsetting the decline at department stores. Estimates for October for the full sample indicate that seasonally adjusted retail sales were 3 percent above September.

(more)

ADVANCE RETAIL SALES FOR NOVEMBER 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
	November <sup>1</sup>	October <sup>2</sup>	November
Retail stores, total <sup>3</sup> .....	18,565	18,658	17,635
Durable-goods stores, total <sup>3</sup> .....	5,904	6,068	5,502
Nondurable-goods stores, total <sup>3</sup> .....	12,661	12,590	12,133
Food group.....	4,427	4,508	4,173
Grocery stores.....	3,948	4,045	3,708
Eating and drinking places.....	1,315	1,373	1,276
General merchandise group.....	2,255	2,083	2,190
Department stores.....	41,354	1,240	1,302
Apparel group.....	1,202	1,182	1,170
Furniture and appliance group.....	968	916	902
Lumber, building, hardware, farm equip. group..	1,278	1,404	1,192
Automotive group.....	3,133	3,264	2,807
Gasoline service stations.....	1,475	1,501	1,433
Drug and proprietary stores.....	603	624	575

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, Nov. 1960 from--		Sales (millions of dollars)				Percentage change, Oct. 1960 from--	
	Oct. 1960	Nov. 1959	1960			1959	Sept. 1960	Oct. 1959
			Nov.	Oct.	Sept.	Oct.		
Retail stores, total <sup>3</sup> ....	0	+4	18,551	18,554	18,054	18,341	+3	+1
Durable-goods stores, total <sup>3</sup> ..	-2	+6	6,007	6,133	5,797	6,360	+6	-4
Nondurable-goods stores, total <sup>3</sup> ..	+1	+3	12,544	12,421	12,257	11,981	+1	+4
Food group.....				4,499	4,425	4,294	+2	+5
Eating and drinking places.....				1,338	1,332	1,335	0	0
General merchandise group.....				2,023	1,972	1,940	+3	+4
Apparel group.....				1,122	1,122	1,080	0	+4
Furniture and appliance group.....				893	899	924	-1	-3
Lumber, building, hardware, farm equipment group...				1,293	1,223	1,245	+6	+4
Automotive group.....				3,440	3,176	3,690	+8	-7
Gasoline service stations.....				1,477	1,466	1,435	+1	+3
Drug and proprietary stores.....				634	632	609	0	+4

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.