



The U.S. Department of Commerce announced today that total sales of retail stores in July were estimated at \$24.1 billion. Statistics prepared by the Department's Bureau of the Census show that this advance figure, after adjustment for seasonal and holiday variations and trading day differences, but not for price changes, was 2 percent above the June 1965 level and 8 percent above July 1964.

The Office of Business Economics noted that, after adjustment, sales of both durable and nondurable goods stores rose 2 percent in July with most major lines of trade contributing to the gain. Based on the full sample, seasonally adjusted sales of all retail stores in June 1965 were little changed from May 1965.

The July sales figures are based on a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 2,500 retail firms which, in total, operate some 48,000 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 by estimates subsequently derived from the full sample.

The revision of the total seldom exceeds 1.5 percent and for the past year has averaged 0.9 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 1.1 percent for the food group to 3.2 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR JULY 1965

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)		
	1965		1964
	July <sup>1</sup>	June <sup>2</sup>	July
Retail stores, total <sup>3</sup> .....	24,138	23,790	22,145
Durable-goods stores, total <sup>3</sup> .....	8,127	8,432	7,399
Nondurable-goods stores, total <sup>3</sup> .....	16,011	15,358	14,746
Food group.....	5,934	5,413	5,484
Grocery stores.....	5,381	4,883	4,971
Eating and drinking places.....	1,987	1,854	1,796
General merchandise group.....	2,609	2,693	2,380
Department stores.....	1,539	1,620	1,384
Apparel group.....	1,189	1,226	1,118
Furniture and appliance group.....	1,190	1,118	1,098
Lumber, building, hardware, farm equip. group	1,540	1,604	1,500
Automotive group.....	4,746	5,044	4,159
Gasoline service stations.....	1,988	1,888	1,820
Drug and proprietary stores.....	761	747	707

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 1965 from--		Sales (millions of dollars)				Percentage change, June 1965 from--	
	June 1965	July 1964	1965.			1964	May 1965	June 1964
			July <sup>1</sup>	June <sup>2</sup>	May	June		
Retail stores, total <sup>3</sup> .....	+2	+8	23,759	23,299	23,352	21,773	0	+7
Durable-goods stores, total <sup>3</sup> ...	+2	+12	7,893	7,744	7,703	7,002	+1	+11
Nondurable-goods stores, total <sup>3</sup>	+2	+7	15,866	15,555	15,649	14,771	-1	+5
Food group.....				5,480	5,405	5,202	+1	+5
Eating and drinking places.....				1,751	1,767	1,623	-1	+8
General merchandise group.....				2,806	2,913	2,620	-4	+7
Apparel group.....				1,301	1,326	1,322	-2	-2
Furniture and appliance group.....				1,115	1,085	1,108	+3	+1
Lumber, building, hardware, farm equipment group.....				1,396	1,434	1,339	-3	+4
Automotive group.....				4,560	4,538	3,885	0	+17
Gasoline service stations.....				1,819	1,818	1,683	0	+8
Drug and proprietary stores.....				761	749	721	+2	+6

<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.