



The U.S. Department of Commerce announced today that total sales of retail stores in July were estimated at \$25.5 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not price changes, was also \$25.5 billion. The advance estimate, after adjustment, was almost 1 percent above June and about 8 percent above July of last year. Adjusted May-through-July sales averaged almost 1 percent below the prior three months but 7 percent above the comparable period in 1965.

The Office of Business Economics noted that, after adjustment, sales of durable-goods stores rose 3 percent from June to July, primarily reflecting improved sales by automotive and furniture and appliance stores. Sales of non-durable-goods stores showed little change from the record June rate. Average monthly sales during the May-July period for durable-goods stores were about 5 percent less than the average for the prior three months while the average for nondurable-goods stores for the same period exceeded the average for the prior three months by almost 2 percent. The year-to-year gain in the three month average was almost 3 percent for the durable-goods stores, as compared to 9 percent for nondurable-goods stores. Automotive sales were virtually unchanged over this period.

Based on the full sample, the total U.S. unadjusted sales estimate for June was \$25.9 billion, about 2 percent more than the \$25.4 billion published earlier in the June Advance Monthly Retail Sales Report released on July 11, 1966. The seasonally adjusted sales for June as revised were up almost 4 percent from May.

The July sales figures are based on advance reporting of a small subsample of the Census Bureau's panel of retail firms. 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 1.2 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 1.3 percent for drug and proprietary stores to 3.6 percent for the lumber, building, hardware, farm equipment group.

It should be noted that even for figures derived from the full sample, sales movements between individual pairs of months tend to be relatively irregular. Data for several months are generally required to indicate the underlying trend.

ADVANCE RETAIL SALES FOR JULY 1966

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)		
	1966		1965
	July ¹	June ²	July
Retail stores, total ³	25,527	25,907	24,129
Durable-goods stores, total ³	8,294	8,713	8,066
Nondurable-goods stores, total ³	17,233	17,194	16,063
Food group.....	6,364	6,001	6,043
Grocery stores.....	5,834	5,473	5,519
Eating and drinking places.....	2,203	2,055	2,015
General merchandise group.....	2,950	3,206	2,663
Department stores.....	1,952	2,136	1,731
Apparel group.....	1,169	1,385	1,145
Furniture and appliance group.....	1,233	1,227	1,129
Lumber, building, hardware, farm equip. group	1,483	1,564	1,517
Automotive group.....	4,867	5,189	4,821
Gasoline service stations.....	2,081	2,003	1,963
Drug and proprietary stores.....	816	829	766

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 1966 from		Sales (millions of dollars)				Percentage change, June 1966 from	
	June 1966	July 1965	1966			1965	May 1966	June 1965
			July ¹	June ²	May	June		
Retail stores, total ³	+1	+8	25,507	25,359	24,475	23,322	+4	+9
Durable-goods stores, total ³ ..	+3	+5	8,215	8,000	7,506	7,665	+7	+4
Nondurable-goods stores, total ³	0	+9	17,292	17,359	16,969	15,657	+2	+11
Food group.....				5,997	5,931	5,534	+1	+8
Eating and drinking places.....				1,952	1,910	1,769	+2	+10
General merchandise group.....				3,353	3,213	2,894	+4	+16
Apparel group.....				1,472	1,406	1,278	+5	+15
Furniture and appliance group.....				1,206	1,183	1,099	+2	+10
Lumber, building, hardware, farm equipment group....				1,332	1,317	1,348	+1	-1
Automotive group.....				4,731	4,288	4,606	+10	+3
Gasoline service stations.....				1,928	1,920	1,824	0	+6
Drug and proprietary stores.....				848	831	760	+2	+7

¹Advance sample estimates.

²Preliminary estimates of full sample.

³Totals include data for kinds of business not shown separately.