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JULY 1963

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Total sales of retail stores in July were \$20.7 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 about 1 percent above June 1963 and 5 percent above July 1962.

The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, sales of both durable and nondurable goods stores rose 1 percent from June to July; sales for the latter group were at a new high. Most major lines of trade contributed to the advance. Based on the full sample, seasonally adjusted sales of all retail stores in June 1963 were about 1 percent above May.

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 2,000 retail firms which, in total, operate some 40,000 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 the 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 1.0 percent for the food group to 2.5 percent for the furniture and appliance group.

(more)

ADVANCE RETAIL SALES FOR JULY 1963

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)		
	1963		1962
	July ¹	June ²	July
Retail stores, total ³	20,682	20,755	19,138
Durable-goods stores, total ³	7,030	7,040	6,330
Nondurable-goods stores, total ³	13,652	13,715	12,808
Food group.....	4,980	4,943	4,733
Grocery stores.....	4,508	4,463	4,267
Eating and drinking places.....	1,657	1,599	1,566
General merchandise group.....	2,172	2,301	1,926
Apparel group.....	1,015	1,131	971
Furniture and appliance group.....	978	943	873
Lumber, building, hardware, farm equip. group.....	1,473	1,410	1,397
Automotive group.....	4,045	4,115	3,567
Gasoline service stations.....	1,704	1,658	1,647
Drug and proprietary stores.....	662	665	646

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 1963 from--		Sales (millions of dollars)				Percentage change, June 1963 from--	
	June 1963	July 1962	1963			1962	May 1963	June 1962
			July ¹	June ²	May	June		
Retail stores, total ³	+1	+5	20,720	20,481	20,249	19,163	+1	+7
Durable-goods stores, total ³ ...	+1	+5	6,681	6,614	6,565	6,029	+1	+10
Nondurable-goods stores, total ³	+1	+5	14,039	13,867	13,684	13,134	+1	+6
Food group.....				4,937	4,857	4,722	+2	+5
Eating and drinking places.....				1,510	1,513	1,464	0	+3
General merchandise group.....				2,444	2,338	2,193	+5	+11
Apparel group.....				1,170	1,168	1,114	0	+5
Furniture and appliance group.....				951	935	861	+2	+10
Lumber, building, hardware, farm equipment group.....				1,249	1,250	1,212	0	+3
Automotive group.....				3,808	3,773	3,436	+1	+11
Gasoline service stations.....				1,581	1,590	1,553	-1	+2
Drug and proprietary stores.....				677	679	680	0	0

¹ Advance sample estimates.

² Preliminary estimates of full sample.

³ Totals include data for kinds of business not shown separately

Source: Office of Business Economics