



The U. S. Department of Commerce announced today that total sales of retail stores in July were estimated at \$22.1 billion. Statistics prepared by the Department's Bureau of the Census show that this advance figure, after adjustment for seasonal variations and trading day differences, but not for price changes, was about 6 percent above July 1963 and 1 percent above the June 1964 level.

The Office of Business Economics noted that after adjustment, sales of durable goods stores rose 2 percent from June to July, with automotive dealer sales contributing most of the increase. Changes in nondurable goods sales were up almost 1 percent to a record high in July, with most nondurable lines of trade showing small increases for the month. Based on the full sample, seasonally adjusted sales of all retail stores in June were little changed from May 1964.

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 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 0.7 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 0.7 percent for the food group to 3.4 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR JULY 1964

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)		
	1964		1963
	July ¹	June ²	July
Retail stores, total ³	22,129	22,141	20,540
Durable-goods stores, total ³	7,463	7,682	6,976
Nondurable-goods stores, total ³	14,666	14,459	13,564
Food group.....	5,375	5,087	5,003
Grocery stores.....	4,857	4,578	4,502
Eating and drinking places.....	1,823	1,693	1,646
General merchandise group.....	2,318	2,479	2,108
Department stores.....	1,357	1,470	1,212
Apparel group.....	1,103	1,237	1,010
Furniture and appliance group.....	1,094	1,112	965
Lumber, building, hardware, farm equip. group	1,542	1,554	1,451
Automotive group.....	4,185	4,355	4,003
Gasoline service stations.....	1,818	1,740	1,712
Drug and proprietary stores.....	709	709	660

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 differences⁴)

Kind-of-business group	Percentage change, July 1964 from--		Sales (millions of dollars)				Percentage change, June 1964 from--	
	June 1964	July 1963	1964			1963	May 1964	June 1963
			July ¹	June ²	May	June		
Retail stores, total ³	+1	+6	21,928	21,675	21,777	20,486	0	+6
Durable-goods stores, total ³	+2	+5	7,118	6,969	7,218	6,630	-3	+5
Nondurable-goods stores, total ³	+1	+6	14,810	14,706	14,559	13,856	+1	+6
Food group.....				5,175	5,034	4,923	+3	+5
Eating and drinking places.....				1,605	1,589	1,511	+1	+6
General merchandise group.....				2,607	2,589	2,409	+1	+8
Apparel group.....				1,320	1,295	1,179	+2	+12
Furniture and appliance group.....				1,108	1,080	935	+3	+19
Lumber, building, hardware, farm equipment group.....				1,332	1,370	1,263	-3	+5
Automotive group.....				3,856	4,126	3,843	-7	0
Gasoline service stations.....				1,669	1,670	1,584	0	+5
Drug and proprietary stores.....				726	713	674	+2	+8

¹ Advance sample estimates.

² Preliminary estimates of full sample.

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

⁴ Data adjusted for seasonal variations and trading day differences.