



For release  
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JULY 1967

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The U.S. Department of Commerce announced today that total sales of retail stores in July were estimated at \$26.3 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes, was \$26.7 billion. The advance estimate, after adjustment, was about 1 percent above June sales and about 5 percent above July sales last year. Adjusted May-through-July sales averaged about 3 percent above the prior 3 months and 5 percent above the comparable period in 1966.

The Office of Business Economics noted that after adjustment, sales of durable goods stores were up 3 percent in July with all groups of stores participating in the increase. Sales of nondurable goods stores were unchanged in July with changes in the various lines small and offsetting. Average monthly sales for durable goods stores during the May-July period were about 5 percent above the average for the prior 3 months, and the average for nondurable goods stores for the comparable period increased 1 percent. The year-to-year gain in the 3 month average for nondurable goods stores was about 4 percent and about 8 percent in durable goods stores.

Based on the full sample the total U.S. unadjusted sales estimate for June was \$ 27.5 billion, about \$0.4 billion more than the \$27.1 billion published earlier in the June Advance Monthly Retail Sales report released on July 10, 1967. The seasonally adjusted sales for June as revised were 2 percent above 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 1.1 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 0.8 percent for food stores to 4.3 percent for the apparel 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.

(more)

ADVANCE RETAIL SALES FOR JULY 1967

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)		
	1967		1966
	July <sup>1</sup>	June <sup>2</sup>	July
Retail stores, total <sup>3</sup> .....	26,286	27,539	25,329
Durable-goods stores, total <sup>3</sup> .....	8,734	9,353	8,162
Nondurable-goods stores, total <sup>3</sup> .....	17,552	18,186	17,167
Food group.....	6,165	6,272	6,262
Grocery stores.....	5,645	5,744	5,750
Eating and drinking places.....	2,259	2,170	2,219
General merchandise group.....	3,120	3,475	2,965
Department stores.....	2,056	2,317	1,924
Apparel group.....	1,340	1,485	1,253
Furniture and appliance group.....	1,312	1,317	1,239
Lumber, building, hardware, farm equip. group	1,564	1,655	1,487
Automotive group.....	5,108	5,615	4,755
Gasoline service stations.....	2,214	2,114	2,056
Drug and proprietary stores.....	869	908	828

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 1967 from--		Sales (millions of dollars)				Percentage change, June 1967 from--	
	June 1967	July 1966	1967			1966	May 1967	June 1966
			July <sup>1</sup>	June <sup>2</sup>	May	June		
Retail stores, total <sup>3</sup> .....	+1	+5	26,740	26,478	25,897	25,394	+2	+4
Durable-goods stores, total <sup>3</sup> ..	+3	+8	8,785	8,508	8,187	8,056	+4	+6
Nondurable-goods stores, total <sup>3</sup>	0	+4	17,955	17,970	17,710	17,338	+1	+4
Food group.....				6,063	5,996	5,975	+1	+1
Eating and drinking places.....				2,034	2,038	1,967	0	+3
General merchandise group.....				3,596	3,468	3,355	+4	+7
Apparel group.....				1,537	1,490	1,460	+3	+5
Furniture and appliance group.....				1,299	1,306	1,208	-1	+8
Lumber, building, hardware, farm equipment group....				1,412	1,365	1,342	+3	+5
Automotive group.....				5,043	4,752	4,771	+6	+6
Gasoline service stations.....				2,019	1,996	1,927	+1	+5
Drug and proprietary stores.....				921	903	848	+2	+9

<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.