



Advance Monthly Retail Sales

For release August 11, 1975 2:30 P.M.

CB-75-189

JULY 1975

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in July were estimated at \$50.2 billion. This advance figure, after adjustment for seasonal and holiday variations and trading day differences, but not for price changes was \$50.0 billion, about 2 percent above June and 8 percent above July sales last year. Adjusted May-through-June total sales were about 5 percent above the prior 3 months and 8 percent above the comparable period a year ago.

Based on the full sample, the total U. S. adjusted sales estimate for June was about \$48.3 billion above the \$48.3 billion published earlier in the June Advance Monthly Retail Sales report released July 10, 1975. The seasonally adjusted sales for June, as revised, were about 1 percent above May.

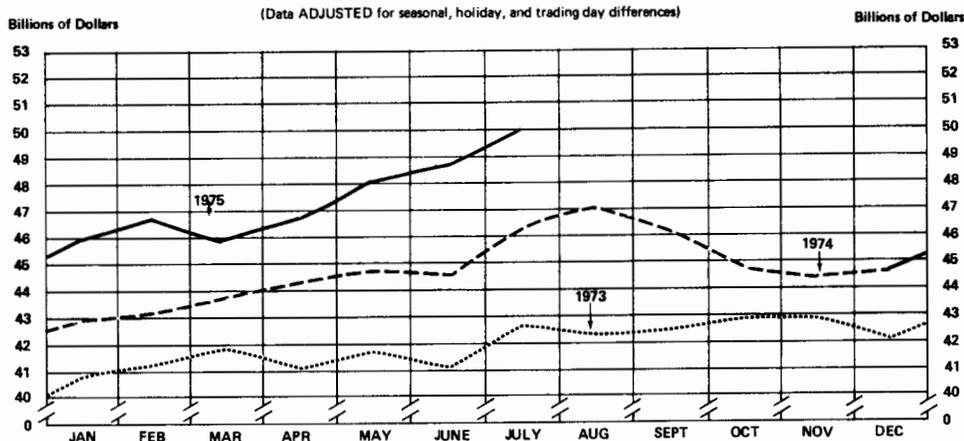
The advance sales estimates are based on early reporting, by a small subsample of the Census Bureau's retail survey panel, of sales figures for the weeks and part-weeks comprising the month. Because retailers' weekly records often differ

from their monthly records (in reflecting such elements as carrying charges, sales taxes, merchandise returns), the sales figures estimated for the advance report can differ from the subsequently issued report based on the monthly records of the full sample of retailers. Additionally sampling variability between sub-sample and later full sample results can be a cause of difference. For most months, such differences have been reduced by modifying the advance estimate, prior to publication, on the basis of the relationship between the advance and full-sample data for previous months.

The differences between the month-to-month change in advance and full-sample estimates for total retail sales seldom exceed 1.0 percent and for the past year has averaged 0.8 percent. For individual kind of business groups, differences have been greater, ranging on the average from 0.8 percent for the Food group to 2.8 percent for the Automotive group.

Even for figures derived from the full sample, sale movements from one month to the next can be relatively irregular. Data for 3 months are generally required to indicate the underlying trend.

MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES



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U.S. DEPARTMENT OF COMMERCE | BUREAU OF THE CENSUS

Data on retail trade, published in the Weekly Retail Sales Report, Advance Monthly Retail Sales Report, the Monthly Retail Trade Report, and the Annual Retail Trade Report are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at \$30.10 per year. Add \$7.55 for each subscription to a foreign address. Single copies of the Weekly Retail Trade Report are available from Subscriber Services Section (Publications), Bureau of the Census, Washington, D.C. 20233, at 25 cents each.

Table 1. Sales of Retail Stores in the United States, by Kind-of-Business Group

Part A. NOT ADJUSTED for seasonal variations or trading day differences

Kind-of-business group	Sales (millions of dollars)		
	1975		1974
	July ¹	June ²	July
Total, retail stores ³	50,185	49,029	46,034
Total (excluding automotive group).....	40,265	39,673	37,054
Durable goods stores, total ³	16,648	16,145	15,477
Nondurable goods stores, total ³	33,537	32,884	30,557
Food stores, total.....	11,450	10,797	10,085
Grocery stores.....	10,621	10,010	9,359
Eating and drinking places.....	4,338	4,208	3,734
General merchandise group with nonstores.....	7,352	7,504	6,893
General merchandise group without nonstores (except department stores mail order).....	6,818	6,977	6,376
Department stores.....	4,646	4,822	4,281
Apparel and accessory stores, total.....	1,988	2,073	1,879
Furniture home furnishings and equipment stores, total.....	2,119	2,143	2,178
Bldg. materials, hardware, farm equipment dealers, total.....	3,173	3,143	3,040
Automotive dealers, total.....	9,920	9,356	8,890
Gasoline service stations.....	3,941	3,724	3,695
Drug and proprietary stores.....	1,482	1,496	1,384

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change June 1975 from--	
	1975			1974		May 1975	June 1974
	July ¹	June ²	May	July	June		
Total, retail stores ³	49,065	48,758	48,124	46,356	44,593	+1	+9
Total (excluding automotive group).....	40,624	40,097	39,910	37,793	36,763	0	+9
Durable goods stores, total ³	15,878	15,188	14,654	14,963	14,049	+4	+8
Nondurable goods stores, total ³	34,087	33,570	33,470	31,393	30,544	0	+10
Food stores, total.....	11,031	10,875	10,875	10,090	9,782	+1	+13
Eating and drinking places.....	3,985	3,935	3,935	3,473	3,441	+1	+16
General merchandise group with nonstores.....	7,996	7,981	7,981	7,541	7,454	0	+7
General merchandise group without nonstores (except department stores mail order).....	7,426	7,429	7,429	6,986	6,905	0	+8
Apparel and accessory stores, total.....	2,224	2,216	2,216	2,148	2,069	0	+7
Furniture home furnishings and equipment stores, total.....	2,170	2,139	2,139	2,237	2,137	+1	+2
Bldg. materials, hardware, farm equipment dealers, total.....	2,851	2,842	2,842	2,812	2,743	0	+4
Automotive dealers, total.....	8,661	8,214	8,214	8,563	7,830	+5	+11
Gasoline service stations.....	3,591	3,565	3,565	3,453	3,421	+1	+5
Drug and proprietary stores.....	1,534	1,499	1,499	1,421	1,402	+2	+9

¹Advance sample estimates. ²Preliminary estimates of full sample. ³Totals include data for kinds of business not shown separately.

Table 2. Percentage Changes for Retail Sales

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	July 1975 from--		May 1975 through July 1975 from--	
	June 1975	July 1974	February 1975 through April 1975	May 1974 through July 1974
Total, retail stores.....	+2	+8	+5	+8
Total (excluding automotive group).....	+1	+7	+4	+8
Durable goods stores, total.....	+5	+8	+9	+6
Nondurable goods stores, total.....	+2	+9	+4	+9

Source: Bureau of the Census

