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APRIL 1964

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Total sales of retail stores in April were \$21.0 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal, trading day, and Easter date differences, but not for price changes, was about 5 percent above April 1963 but virtually unchanged from March 1964.

The Office of Business Economics noted that after adjustment, sales of durable goods stores rose 1 percent from March to April, with all major trades except the lumber group contributing to the rise. Changes in nondurable goods sales were mixed, with the total off 1 percent. Based on the full sample, seasonally adjusted sales of all retail stores in March were about 1 percent below the February level.

The April 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 0.7 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 0.8 percent for the food group to 3.1 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR APRIL 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
	April <sup>1</sup>	March <sup>2</sup>	April
Retail stores, total <sup>3</sup> .....	21,019	20,584	20,518
Durable-goods stores, total <sup>3</sup> .....	7,366	6,779	6,982
Nondurable-goods stores, total <sup>3</sup> .....	13,653	13,805	13,536
Food group.....	4,932	4,934	4,677
Grocery stores.....	4,454	4,454	4,223
Eating and drinking places.....	1,495	1,435	1,463
General merchandise group.....	2,287	2,317	2,299
Department stores.....	1,377	1,341	1,323
Apparel group.....	1,144	1,284	1,268
Furniture and appliance group.....	989	955	854
Lumber, building, hardware, farm equip. group	1,329	1,139	1,359
Automotive group.....	4,418	4,106	4,262
Gasoline service stations.....	1,611	1,608	1,574
Drug and proprietary stores.....	656	680	652

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<sup>4</sup>)

Kind-of-business group	Percentage change, April 1964 from--		Sales (millions of dollars)				Percentage change, March 1964 from--	
	March 1964	April 1963	1964			1963	Feb. 1964	March 1963
			April <sup>1</sup>	March <sup>2</sup>	Feb.	March		
Retail stores, total <sup>3</sup> .....	0	+5	21,244	21,305	21,533	20,350	-1	+5
Durable-goods stores, total <sup>3</sup> ...	+1	+6	7,027	6,973	7,262	6,576	-4	+6
Nondurable-goods stores, total <sup>3</sup>	-1	+4	14,217	14,332	14,271	13,774	0	+4
Food group.....				5,157	4,991	4,853	+3	+6
Eating and drinking places.....				1,531	1,548	1,507	-1	+2
General merchandise group.....				2,505	2,592	2,409	-3	+4
Apparel group.....				1,229	1,308	1,207	-6	+2
Furniture and appliance group.....				1,068	1,062	940	+1	+14
Lumber, building, hardware, farm equipment group.....				1,281	1,348	1,289	-5	-1
Automotive group.....				3,939	4,189	3,764	-6	+5
Gasoline service stations.....				1,654	1,658	1,618	0	+2
Drug and proprietary stores.....				702	666	678	+5	+4

<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.

<sup>4</sup> Data adjusted for seasonal variations and trading day differences.