



# Advance Monthly Retail Sales

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(301) 763-7660

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## JULY 1974

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in July were estimated at \$46.0 billion. The Bureau, part of the Department's Social and Economic Statistics Administration (SESA), said this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes was \$46.3 billion, about 4 percent above June and about 8 percent above July sales last year. It should be noted that retail sales excluding the automotive group registered an advance of 3 percent over June. Adjusted May-through-July total sales were about 3 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 \$0.2 billion more than the \$44.3 billion published earlier in the June Advance Monthly Retail Sales report released July 10, 1974. The seasonally adjusted sales for June as revised were about 1 percent below May.

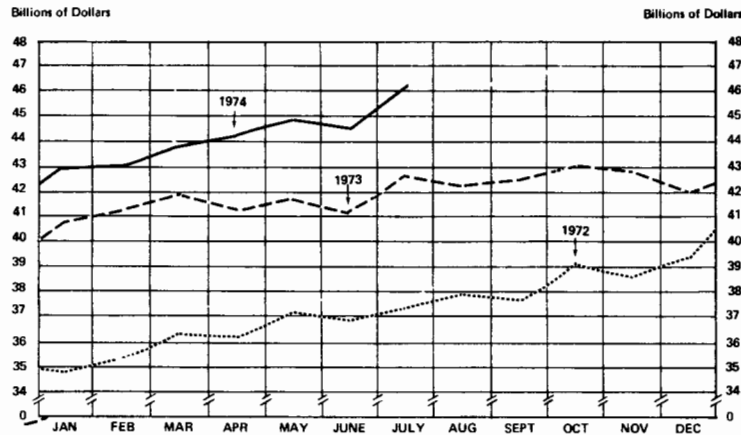
The advance sales estimates are based on early reporting, by a small subsample of the Census Bureau's retail survey panel, of sales figures for the weeks and part-weeks comprising the month. Because retailers' weekly records often differ

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 0.6 percent for the Food group to 2.1 percent for the Gasoline 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  
(Data ADJUSTED for seasonal, holiday, and trading day differences)



U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

Data on the 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 Monthly Retail Trade Report are available from Publications Distribution Section, Social and Economic Statistics Administration, Washington, D.C., 20233 at 40 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)		
	1974		1973
	July <sup>1</sup>	June <sup>2</sup>	July
Total, retail stores <sup>3</sup> .....	45,958	45,501	41,665
Total (excluding automotive group).....	36,960	36,877	32,958
Durable goods stores, total <sup>3</sup> .....	15,408	15,113	14,518
Nondurable goods stores, total <sup>3</sup> .....	30,550	30,388	27,147
Food group.....	10,057	9,945	8,976
Grocery stores.....	9,362	9,237	8,345
Eating and drinking places.....	3,739	3,683	3,359
General merchandise group with nonstores.....	6,944	7,082	6,269
General merchandise group without nonstores (except department stores mail order).....	6,444	6,581	6,799
Department stores.....	4,305	4,497	3,910
Apparel group.....	1,866	1,987	1,740
Furniture and appliance group.....	2,145	2,128	1,940
Bldg. materials, hardware, farm equipment group.....	2,979	3,029	2,738
Automotive group.....	8,998	8,624	8,707
Gasoline service stations.....	3,713	3,498	3,088
Drug and proprietary stores.....	1,341	1,369	1,240

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change June 1974 from—	
	1974			1973		May 1974	June 1973
	July <sup>1</sup>	June <sup>2</sup>	May	July	June		
Total, retail stores <sup>3</sup> .....	46,266	44,491	44,894	42,767	41,167	-1	+8
Total (excluding automotive group).....	37,688	36,684	37,040	34,113	33,224	-1	+10
Durable goods stores, total <sup>3</sup> .....	14,901	14,018	14,289	14,409	13,731	-2	+2
Nondurable goods stores, total <sup>3</sup> .....	31,365	30,473	30,605	28,358	27,436	0	+11
Food group.....	9,785	9,795	9,795	9,128	8,598	0	+14
Eating and drinking places.....	3,423	3,402	3,402	3,122	3,085	+1	+11
General merchandise group with nonstores.....	7,466	7,558	7,558	7,051	6,939	-1	+8
General merchandise group without nonstores (except department stores mail order).....	6,924	7,004	7,004	6,538	6,430	-1	+8
Apparel group.....	2,078	2,075	2,075	2,028	1,997	0	+4
Furniture and appliance group.....	2,145	2,215	2,215	2,000	2,006	-3	+7
Bldg. materials, hardware, farm equipment group.....	2,726	2,828	2,828	2,551	2,572	-4	+6
Automotive group.....	7,807	7,854	7,854	8,654	7,943	-1	-2
Gasoline service stations.....	3,383	3,312	3,312	2,908	2,843	+2	+19
Drug and proprietary stores.....	1,407	1,389	1,389	1,305	1,314	+1	+7

<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.

Table 2. Percentage Changes for Retail Sales

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	July 1974 from—		May 1974 through July 1974 from—	
	June 1974	July 1973	February 1974 through April 1974	May 1973 through July 1973
Total, retail stores.....	+4	+8	+3	+8
Total (excluding automotive group).....	+3	+10	+2	+11
Durable goods stores, total.....	+6	+3	+6	+2
Nondurable goods stores, total.....	+3	+11	+2	+11

Source: Bureau of the Census