



The U.S. Department of Commerce announced today that total sales of retail stores in August were estimated at \$23.0 billion. Statistics prepared by the Department's Bureau of the Census show that this advance figure, after adjustment for seasonal and holiday variations and trading day differences, but not for price changes, was 1 percent below the July 1965 level but 6 percent above August 1964.

The Office of Business Economics noted that, after adjustment, sales of durable-goods stores were unchanged in August. Sales of nondurable-goods stores fell 1 percent with declines in all major kinds of business. Based on the full sample, seasonally adjusted sales of all retail stores in July 1965 were 2 percent above June 1965.

The August 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 estimates subsequently derived from the full sample.

The revision of the total seldom exceeds 1.5 percent and for the past year has averaged 0.9 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 1.0 percent for the food group to 3.1 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR AUGUST 1965

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)		
	1965		1964
	August <sup>1</sup>	July <sup>2</sup>	August
Retail stores, total <sup>3</sup> .....	22,977	24,156	21,778
Durable-goods stores, total <sup>3</sup> .....	7,631	8,196	7,011
Nondurable-goods stores, total <sup>3</sup> .....	15,346	15,960	14,767
Food group.....	5,319	5,936	5,283
Grocery stores.....	4,778	5,387	4,780
Eating and drinking places.....	2,008	2,028	1,805
General merchandise group.....	2,771	2,589	2,591
Department stores.....	1,645	1,536	1,513
Apparel group.....	1,164	1,172	1,209
Furniture and appliance group.....	1,068	1,132	1,111
Lumber, building, hardware, farm equip. group.....	1,564	1,577	1,389
Automotive group.....	4,333	4,831	3,853
Gasoline service stations.....	1,938	1,990	1,801
Drug and proprietary stores.....	744	760	708

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, August 1965 from--		Sales (millions of dollars)				Percentage change, July 1965 from--	
	July 1965	Aug. 1964	1965			1964	June 1965	July 1964
			Aug. <sup>1</sup>	July <sup>2</sup>	June	July		
Retail stores, total <sup>3</sup> .....	-1	+6	23,519	23,765	23,331	21,935	+2	+8
Durable-goods stores, total <sup>3</sup> ...	0	+8	7,928	7,961	7,760	7,060	+3	+13
Nondurable-goods stores, total <sup>3</sup>	-1	+4	15,591	15,804	15,571	14,875	+1	+6
Food group.....				5,502	5,489	5,261	0	+5
Eating and drinking places.....				1,839	1,749	1,642	+5	+12
General merchandise group.....				2,891	2,795	2,686	+3	+8
Apparel group.....				1,355	1,305	1,316	+4	+3
Furniture and appliance group.....				1,131	1,107	1,107	+2	+2
Lumber, building, hardware, farm equipment group.....				1,393	1,392	1,294	0	+8
Automotive group.....				4,750	4,584	3,989	+4	+19
Gasoline service stations.....				1,856	1,829	1,701	+1	+9
Drug and proprietary stores.....				772	758	726	+2	+6

<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.