

advance monthly
RETAIL SALES



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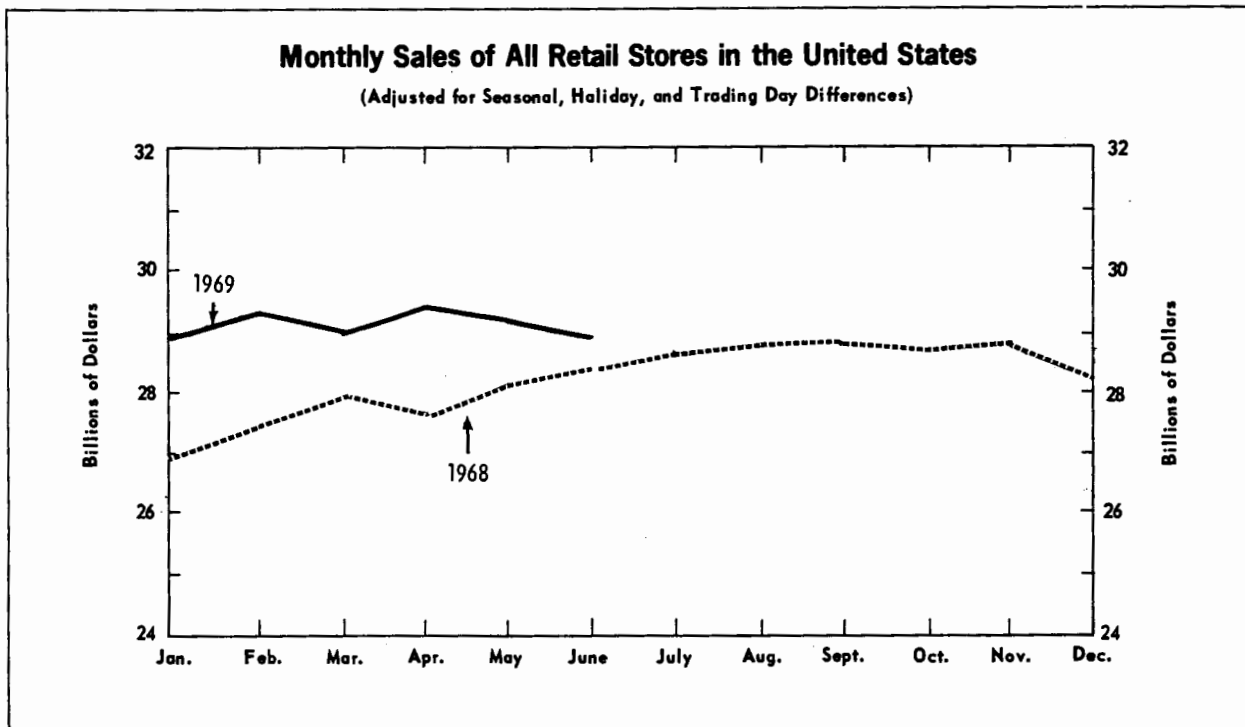
JUNE 1969

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in June were estimated at \$29.2 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes, was \$28.9 billion. The advance estimate, after adjustment, was about 1 percent below May sales but about 2 percent above June sales last year. Adjusted April-through-June sales averaged about the same as the prior 3 months but 4 percent above the comparable period a year ago.

After adjustment, both durable and nondurable goods stores showed decreases of about 1 percent from May, with the food and furniture groups show-

ing virtually no change while all of the other major groups showed decreases. Average monthly sales for durable goods stores during the April-through-June period were about the same as the average for the prior 3 months, while the average for nondurable goods stores for the comparable period increased 1 percent. The year-to-year gain in the 3-month average for durable goods and nondurable goods stores was about 4 percent.

Based on the full sample, the total U. S. unadjusted sales estimate for May was about \$0.3 billion below the \$30.9 billion published earlier in the May Advance Monthly Retail Sales report released June 10, 1969. The seasonally adjusted sales for May as revised were about 1 percent below April.



Data on the retail trade published in the Weekly Retail Sales Report, Advance Monthly Retail Sales Report, 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 \$6.00 per year. Single copies of the Advance Monthly Retail Sales Report are available from the Bureau of the Census, Washington, D.C., 20233, at 10¢ each.



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary
 Rocco C. Siciliano, Under Secretary
 William H. Chartener, Assistant Secretary for Economic Affairs
 BUREAU OF THE CENSUS A. Ross Eckler, Director

The June sales figures are based on advance reporting of a small subsample of the Census Bureau's panel of retail firms. Beginning with the October 1967 report, the advance figures have been modified on the basis of the relationship between the advance estimates and full sample estimates. 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 1.2 percent for food stores to 4.3 percent for the lumber group.

It should be noted that even for figures derived from the full sample, sales movements from one month to the next tend to be relatively irregular. Data for several months are generally required to indicate the underlying trend.

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)		
	1969		1968
	June ¹	May ²	June
Retail stores, total ³	29,173	30,582	28,887
Durable goods stores, total ³	10,022	10,258	9,828
Nondurable goods stores, total ³	19,151	20,324	19,059
Food group.....	6,107	6,596	6,252
Grocery stores.....	5,705	6,177	5,825
Eating and drinking places.....	2,237	2,258	2,245
General merchandise group with nonstores.....	4,473	4,706	4,296
General merchandise group without nonstores (except department stores mail order).....	4,046	4,247	3,890
Department stores.....	2,797	2,923	2,641
Apparel group.....	1,535	1,659	1,522
Furniture and appliance group.....	1,399	1,388	1,353
Lumber, building, hardware, farm equipment group.....	1,830	1,830	1,750
Automotive group.....	5,955	6,187	5,974
Gasoline service stations.....	2,166	2,167	2,150
Drug and proprietary stores.....	943	989	938

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Percentage change, June 1969 from--		Sales (millions of dollars)					Percentage change, May 1969 from--	
	May 1969	June 1968	1969			1968		Apr. 1969	May 1968
			June ¹	May ²	Apr.	June	May		
Retail stores, total ³	-1	+2	28,935	29,164	29,442	28,320	28,158	-1	+4
Durable goods stores, total ³ ...	-1	+2	9,381	9,481	9,575	9,197	9,132	-1	+4
Nondurable goods stores, total ³ ..	-1	+2	19,554	19,683	19,867	19,123	19,026	-1	+3
Food group.....			6,210	6,244	6,172	6,117	6,117	-1	+2
Eating and drinking places.....			2,171	2,133	2,114	2,114	2,114	+2	+3
General merchandise group with nonstores.....			4,780	4,920	4,488	4,452	4,452	-3	+7
General merchandise group without nonstores (except department stores mail order).....			4,337	4,468	4,075	4,035	4,035	-3	+7
Apparel group.....			1,663	1,746	1,595	1,575	1,575	-5	+6
Furniture and appliance group.....			1,438	1,433	1,386	1,370	1,370	0	+5
Lumber, building, hardware, farm equipment group.....			1,657	1,677	1,565	1,551	1,551	-1	+7
Automotive group.....			5,504	5,572	5,489	5,408	5,408	-1	+2
Gasoline service stations.....			2,102	2,106	2,050	2,038	2,038	0	+3
Drug and proprietary stores.....			983	963	953	953	957	+2	+3

Source: Bureau of the Census

¹Advance sample estimates. ²Preliminary estimates of full sample.

³Totals include data for kinds of business not shown separately.