

**UNITED STATES DEPARTMENT OF
COMMERCE**

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ADVANCE REPORT ON RETAIL TRADE, JUNE 1955

Total sales of retail stores in June were \$15.6 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences, showed no change from May but was about 6 percent above June a year ago.

The June sales figures are based on the Advance Report on Retail Trade, a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 1,800 retail firms which, in total, operate some 37,000 stores in the United States. The firms which are cooperating in the early reporting of sales are part of a larger group which furnishes figures at a later date. Therefore, the advance estimates are preliminary and subject to revision.

The preliminary Census figures are shown in table 1 on the reverse side. The Office of Business Economics indicated that, after allowance for seasonal variations, June sales in most major kinds of business were maintained at the May rates.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR JUNE 1955

Table 1.--SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP
(NOT ADJUSTED for seasonal factors and trading day differences)

Kind-of-business group	Sales (millions of dollars)		
	1955		June 1954
	June	May	
Retail stores, total ¹	15,588	15,468	14,659
Food group.....	3,647	3,514	3,385
Grocery stores.....	3,092	2,950	2,833
Eating and drinking places.....	1,142	1,137	1,135
General merchandise group.....	1,577	1,584	1,514
Department stores ²	849	866	829
Apparel group.....	860	879	852
Furniture and appliance group.....	839	809	758
Lumber, building, hardware group ³	1,309	1,262	1,234
Automotive group.....	3,429	3,409	3,095
Gasoline service stations.....	1,055	1,046	989
Drug and proprietary stores.....	417	419	406

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 factors and trading day differences)

Kind-of-business group	Sales (millions of dollars)			Percent change, May 1955 from--	
	1955		May 1954	April 1955	May 1954
	May	April			
Retail stores, total ¹	15,339	15,251	14,044	+1	+9
Durable goods stores, total ¹	5,479	5,522	4,730	-1	+16
Nondurable goods stores, total ¹ ..	9,860	9,729	9,313	+1	+6
Food group.....	3,636	3,525	3,434	+3	+6
Eating and drinking places.....	1,126	1,141	1,102	-1	+2
General merchandise group.....	1,676	1,677	1,539	0	+9
Apparel group.....	905	889	822	+2	+10
Furniture and appliance group.....	826	837	769	-1	+7
Lumber, building, hardware group ³ ..	1,178	1,122	1,047	+5	+13
Automotive group.....	3,079	3,202	2,581	-4	+19
Gasoline service stations.....	1,026	1,023	954	0	+8
Drug and proprietary stores.....	428	427	410	0	+4

Source: Office of Business Economics

¹ Totals include data for kinds of business not shown separately.

² Based on preliminary estimates supplied by Federal Reserve Board.

³ Includes farm equipment dealers.