

UNITED STATES DEPARTMENT OF  
**COMMERCE**

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ADVANCE REPORT ON RETAIL SALES, JUNE 1960

Total sales of retail stores in June were \$19.1 billion, the U. S. Department of Commerce announced today. After adjustment for seasonal variations and trading day differences, but not for price changes, total retail sales amounted to \$18.7 billion, about 1 percent above May and 3 percent above June 1959.

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 2,000 retail firms which, in total, operate some 39,000 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, on the basis of estimates subsequently derived from the full sample, but the revision of the total seldom exceeds  $1\frac{1}{2}$  percent.

The advance Census figures for June are shown in table 1 of this release. The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, sales of both durable and nondurable goods stores rose 1 percent from May. The increases were attributable mostly to automotive, general merchandise, and apparel stores; the only significant sales decline occurred at furniture and appliance stores. Estimates for May for the full sample indicate that seasonally adjusted retail sales were 2 percent below April.

(more)

ADVANCE RETAIL SALES FOR JUNE 1960

Table 1. SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(NOT ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	Sales (millions of dollars)		
	1960		1959
	June <sup>1</sup>	May <sup>2</sup>	June
Retail stores, total <sup>3</sup> .....	19,089	18,609	18,708
Durable-goods stores, total <sup>3</sup> .....	6,765	6,416	6,826
Nondurable-goods stores, total <sup>3</sup> .....	12,324	12,193	11,882
Food group.....	4,456	4,382	4,271
Grocery stores.....	3,999	3,913	3,797
Eating and drinking places.....	1,370	1,382	1,372
General merchandise group.....	<sup>4</sup> 1,926	1,854	1,879
Department stores.....	1,125	1,076	1,107
Apparel group.....	1,126	1,081	1,077
Furniture and appliance group.....	895	870	978
Lumber, building, hardware, farm equip. group.	1,520	1,402	1,489
Automotive group.....	3,850	3,681	3,880
Gasoline service stations.....	1,558	1,504	1,450
Drug and proprietary stores.....	604	612	582

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, June 1960 from--		Sales (millions of dollars)				Percentage change, May 1960 from--	
	May 1960	June 1959	1960			1959	April 1960	May 1959
			June <sup>1</sup>	May <sup>2</sup>	April	May		
Retail stores, total <sup>3</sup> .....	+1	+3	18,679	18,557	18,869	18,222	-2	+2
Durable-goods stores, total <sup>3</sup> .....	+1	-1	6,123	6,083	6,303	6,099	-3	0
Nondurable-goods stores, total <sup>3</sup> .....	+1	+4	12,556	12,474	12,566	12,123	-1	+3
Food group.....				4,569	4,439	4,342	+3	+5
Eating and drinking places.....				1,347	1,380	1,304	-2	+3
General merchandise group.....				1,959	2,081	2,000	-6	-2
Apparel group.....				1,126	1,168	1,154	-4	-2
Furniture and appliance group.....				913	926	940	-1	-3
Lumber, building, hardware, farm equipment group....				1,289	1,287	1,282	0	0
Automotive group.....				3,370	3,582	3,375	-6	0
Gasoline service stations.....				1,465	1,496	1,386	-2	+6
Drug and proprietary stores.....				620	623	592	0	+5

Source: Office of Business Economics

<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> Based on preliminary estimates supplied by Federal Reserve Board.

Note: Effective with January 1960, the statistics include retail sales in Alaska and Hawaii which in 1958, according to preliminary results of the Retail Census, accounted for approximately 0.1 and 0.3 percent, respectively of the United States total.