



For release
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The U.S. Department of Commerce announced today that total sales of retail stores in June were estimated at \$25.4 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not price changes, was \$24.8 billion. The advance estimate, after adjustment, was a little more than 1 percent above May and about 6 and one-half percent above June of last year. Adjusted April-through-June sales averaged about 2 percent below the prior three months but 7 percent above the comparable period in 1965.

The Office of Business Economics noted that, after adjustment, sales of durable-goods stores rose 4 percent from May to June. Automotive sales rose 6 percent during the month following two months of decline. Sales of nondurable-goods stores were unchanged in June from the peak totals of April and May. Average monthly sales during the April-June period for durable-goods stores were about 8 percent less than the average for the prior three months while the average for nondurable-goods stores for the same period exceeded the average for the prior three months by about 1 percent. The year-to-year gain in the three month average was 3 percent for the durable-goods stores, as compared to 9 percent for nondurable-goods stores. Automotive sales decreased about 1 percent over this period.

Based on the full sample, the total U.S. unadjusted sales estimate for May was \$24.8 billion, slightly more than the \$24.7 billion published earlier in the May Advance Monthly Retail Sales Report released on June 10, 1966. The seasonally adjusted sales for May as revised were down 2 percent from April.

The June sales figures are based on advance reporting of a small sub-sample of the Census Bureau's panel of retail firms. 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 1.0 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 1.1 percent for drug and proprietary stores to 4.0 percent for the lumber, building, hardware, farm equipment group.

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

ADVANCE RETAIL SALES FOR JUNE 1966

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)		
	1966		1965
	June ¹	May ²	June
Retail stores, total ³	25,395	24,847	23,825
Durable-goods stores, total ³	8,512	8,097	8,362
Nondurable-goods stores, total ³	16,883	16,750	15,463
Food group.....	5,873	5,747	5,477
Grocery stores.....	5,369	5,238	4,986
Eating and drinking places.....	2,021	1,972	1,865
General merchandise group.....	3,150	3,035	2,746
Department stores.....	2,080	1,996	1,806
Apparel group.....	1,366	1,355	1,208
Furniture and appliance group.....	1,213	1,129	1,106
Lumber, building, hardware, farm equip. group	1,514	1,480	1,551
Automotive group.....	5,018	4,807	5,094
Gasoline service stations.....	2,006	1,963	1,895
Drug and proprietary stores.....	805	825	746

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 1966 from		Sales (millions of dollars)				Percentage change, May 1966 from	
	May 1966	June 1965	1966		1965		Apr 1966	May 1965
			June ¹	May ²	Apr.	May		
Retail stores, total ³	+1	+7	24,841	24,555	24,949	23,317	-2	+5
Durable-goods stores, total ³	+4	+2	7,832	7,532	7,939	7,616	-5	-1
Nondurable-goods stores, total ³	0	+9	17,009	17,023	17,010	15,701	0	+8
Food group.....				5,930	5,981	5,497	-1	+8
Eating and drinking places.....				1,916	1,924	1,769	0	+8
General merchandise group.....				3,213	3,194	2,940	+1	+9
Apparel group.....				1,421	1,389	1,299	+2	+9
Furniture and appliance group.....				1,183	1,202	1,088	-2	+9
Lumber, building, hardware, farm equipment group....				1,320	1,432	1,377	-8	-4
Automotive group.....				4,306	4,580	4,555	-6	-5
Gasoline service stations.....				1,936	1,927	1,811	0	+7
Drug and proprietary stores.....				837	843	755	-1	+7

¹Advance sample estimates.

²Preliminary estimates of full sample.

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