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ADVANCE REPORT ON RETAIL TRADE, JUNE 1956

Total sales of retail stores in June were \$16.6 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 4 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 1,700 retail firms which, in total, operate some 35,000 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 commented that after adjustment for seasonal variation sales in June continued at the record rate reached in May. Offsetting movements from May to June were shown among the major groups.

(more)

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) | | |
|---|-----------------------------|--------|--------------|
| | 1956 | | June 1955 |
| | June | May | |
| Retail stores, total ¹ | 16,636 | 16,257 | 15,735 |
| Food group..... | 4,045 | 3,786 | 3,592 |
| Grocery stores..... | 3,484 | 3,220 | 3,025 |
| Eating and drinking places..... | 1,249 | 1,209 | 1,169 |
| General merchandise group..... | 1,715 | 1,702 | 1,565 |
| Department stores ² | 932 | 941 | 852 |
| Apparel group..... | 975 | 963 | 868 |
| Furniture and appliance group..... | 898 | 874 | 847 |
| Lumber, building, hardware group ³ | 1,342 | 1,282 | 1,343 |
| Automotive group..... | 3,284 | 3,239 | 3,535 |
| Gasoline service stations..... | 1,202 | 1,153 | 1,066 |
| Drug and proprietary stores..... | 483 | 477 | 425 |

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 1956 from-- | |
|--|--------------------------------|--------|-------------|------------------------------------|-------------|
| | 1956 | | May 1955 | April 1956 | May 1955 |
| | May | April | | | |
| Retail stores, total ¹ | 15,892 | 15,541 | 15,368 | +2 | +3 |
| Durable goods stores, total ¹ | 5,396 | 5,303 | 5,507 | +2 | -2 |
| Nondurable goods stores, total ¹ | 10,496 | 10,238 | 9,860 | +3 | +6 |
| Food group..... | 3,818 | 3,702 | 3,636 | +3 | +5 |
| Eating and drinking places..... | 1,202 | 1,200 | 1,126 | 0 | +7 |
| General merchandise group..... | 1,752 | 1,702 | 1,676 | +3 | +5 |
| Apparel group..... | 965 | 921 | 905 | +5 | +7 |
| Furniture and appliance group..... | 863 | 895 | 826 | -4 | +4 |
| Lumber, building, hardware group ³ | 1,146 | 1,155 | 1,178 | -1 | -3 |
| Automotive group..... | 2,961 | 2,867 | 3,108 | +3 | -5 |
| Gasoline service stations..... | 1,135 | 1,130 | 1,026 | 0 | +11 |
| Drug and proprietary stores..... | 483 | 467 | 428 | +3 | |

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.