



The U. S. Department of Commerce announced today that total sales of retail stores in June were estimated at \$22.2 billion. Statistics prepared by the Department's Bureau of the Census show that this advance figure, after adjustment for seasonal variations and trading day differences, but not for price changes, was about 6 percent above June 1963 but virtually unchanged from the May 1964 level.

The Office of Business Economics noted that after adjustment, durable goods sales were down 3 percent from May to June, attributable primarily to a decline in automotive dealer sales from the high May rate. Nondurable goods sales rose 2 percent in June. Based on the full sample, seasonally adjusted sales of all retail stores rose 2 percent in May to a new record.

The June sales figures are based on a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 2,500 retail firms which, in total, operate some 48,000 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 by the estimates subsequently derived from the full sample.

The revision of the total seldom exceeds 1.5 percent and for the past year has averaged 0.7 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 0.7 percent for the food group to 3.4 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR JUNE 1964

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)		
	1964		1963
	June <sup>1</sup>	May <sup>2</sup>	June
Retail stores, total <sup>3</sup> .....	22,196	22,471	20,737
Durable-goods stores, total <sup>3</sup> .....	7,702	7,675	7,044
Nondurable-goods stores, total <sup>3</sup> .....	14,494	14,796	13,693
Food group.....	5,048	5,243	4,957
Grocery stores.....	4,530	4,729	4,483
Eating and drinking places.....	1,663	1,650	1,592
General merchandise group.....	2,449	2,463	2,266
Department stores.....	1,463	1,456	1,340
Apparel group.....	1,269	1,282	1,127
Furniture and appliance group.....	1,105	1,049	933
Lumber, building, hardware, farm equip. group.....	1,554	1,484	1,417
Automotive group.....	4,341	4,527	4,126
Gasoline service stations.....	1,763	1,720	1,659
Drug and proprietary stores.....	701	707	664

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<sup>4</sup>)

Kind-of-business group	Percentage change, June 1964 from--		Sales (millions of dollars)				Percentage change, May 1964 from--	
	May 1964	June 1963	1964			1963	April 1964	May 1963
			June <sup>1</sup>	May <sup>2</sup>	April	May		
Retail stores, total <sup>3</sup> .....	0	+6	21,746	21,743	21,392	20,200	+2	+8
Durable-goods stores, total <sup>3</sup> ....	-3	+5	6,985	7,202	7,010	6,512	+3	+11
Nondurable-goods stores, total <sup>3</sup>	+2	+7	14,761	14,541	14,382	13,688	+1	+6
Food group.....				5,030	5,064	4,890	-1	+3
Eating and drinking places.....				1,589	1,599	1,504	-1	+6
General merchandise group.....				2,574	2,514	2,322	+2	+11
Apparel group.....				1,295	1,272	1,156	+2	+12
Furniture and appliance group.....				1,087	1,095	938	-1	+16
Lumber, building, hardware, farm equipment group.....				1,369	1,257	1,238	+9	+11
Automotive group.....				4,104	4,026	3,740	+2	+10
Gasoline service stations.....				1,682	1,674	1,581	0	+6
Drug and proprietary stores.....				707	689	678	+3	'

<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> Data adjusted for seasonal variations and trading day differences.