



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 \$27.1 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not price changes, was \$26.1 billion. The advance estimate, after adjustment, was virtually unchanged from May but about 3 percent above June sales last year. Adjusted April-through-June sales averaged about 1 percent above the prior three months and 4 percent above the comparable period in 1966.

The Office of Business Economics noted that after adjustment, sales of durable goods stores were up 2 percent in June with a continued advance in sales of automotive dealers and increases for most other durable goods store categories. Sales of nondurable goods stores were little changed in June as increased sales at general merchandise stores were balanced by declines elsewhere. Average monthly sales for durable goods stores during the April-June period were about 2 percent above the average for the prior 3 months, and the average for nondurable goods stores for the comparable period increased 1 percent. The year-to-year gain in the three month average for nondurable goods stores was about 3 percent, and about 5 percent in durable goods stores.

Based on the full sample the total U.S. unadjusted sales estimate for May was \$26.6 billion, about \$0.1 billion less than the \$26.7 billion published earlier in the May Advance Monthly Retail Sales Report released on June 9, 1967. The seasonally adjusted sales for May as revised were slightly above April.

The June sales figures are based on advance reporting of a small subsample 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 1.1 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 0.9 percent for food stores to 4.1 percent for the apparel 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.

(more)

ADVANCE RETAIL SALES FOR JUNE 1967

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)		
	1967		1966
	June ¹	May ²	June
Retail stores, total ³	27,092	26,644	25,950
Durable-goods stores, total ³	9,175	8,933	8,776
Nondurable-goods stores, total ³	17,917	17,711	17,174
Food group.....	6,179	5,877	5,979
Grocery stores.....	5,688	5,381	5,464
Eating and drinking places.....	2,154	2,108	2,071
General merchandise group.....	3,422	3,331	3,208
Department stores.....	2,278	2,195	2,141
Apparel group.....	1,426	1,457	1,373
Furniture and appliance group.....	1,281	1,245	1,229
Lumber, building, hardware, farm equip. group	1,638	1,541	1,577
Automotive group.....	5,454	5,421	5,233
Gasoline service stations.....	2,070	2,054	2,002
Drug and proprietary stores.....	884	897	829

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 1967 from--		Sales (millions of dollars)				Percentage change, May 1967 from--	
	May 1967	June 1966	1967			1966	April 1967	May 1966
			June ¹	May ²	April	May		
Retail stores, total ³	0	+3	26,050	25,980	25,918	24,475	0	+6
Durable-goods stores, total ³ ..	+2	+4	8,347	8,192	8,104	7,506	+1	+9
Nondurable-goods stores, total ³	-1	+2	17,703	17,788	17,814	16,969	0	+5
Food group.....				5,984	5,985	5,931	0	+1
Eating and drinking places.....				2,053	2,034	1,910	+1	+7
General merchandise group.....				3,477	3,479	3,213	0	+8
Apparel group.....				1,508	1,585	1,406	-5	+7
Furniture and appliance group.....				1,306	1,286	1,183	+2	+10
Lumber, building, hardware, farm equipment group....				1,364	1,430	1,317	-5	+4
Automotive group.....				4,758	4,660	4,288	+2	+11
Gasoline service stations.....				2,016	1,992	1,920	+1	+5
Drug and proprietary stores.....				906	906	831	0	

¹Advance sample estimates.

²Preliminary estimates of full sample.

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