

**COMMERCE**

Office of the Secretary

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## ADVANCE REPORT ON RETAIL SALES, JUNE 1961

Total sales of retail stores in June were \$19.0 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 \$18.3 billion, about 1 percent above May and 1 percent below June 1960.

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 1½ percent.

The advance Census figures for June are shown in table 1 of this release. The Office of Business Economics indicated that, after adjustment for seasonal variations and trading day differences, sales of both durable and nondurable-goods stores rose 1 percent from May to June, with most major trades either maintaining or moderately exceeding their May rates. Estimates for May for the full sample indicate that seasonally adjusted retail sales were 1 percent above April.

(more)

ADVANCE RETAIL SALES FOR JUNE 1961

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)		
	1961		1960
	June <sup>1</sup>	May <sup>2</sup>	June <sup>r</sup>
Retail stores, total <sup>3</sup> .....	18,962	18,621	18,918
Durable-goods stores, total <sup>3</sup> .....	6,294	6,057	6,618
Nondurable-goods stores, total <sup>3</sup> .....	12,668	12,564	12,300
Food group.....	4,734	4,578	4,501
Grocery stores.....	4,270	4,114	4,037
Eating and drinking places.....	1,465	1,393	1,418
General merchandise group.....	1,969	1,961	1,903
Department stores.....	1,141	1,134	1,116
Apparel group.....	1,120	1,113	1,097
Furniture and appliance group.....	887	844	915
Lumber, building, hardware, farm equip. group..	1,371	1,298	1,486
Automotive group.....	3,507	3,445	3,736
Gasoline service stations.....	1,595	1,540	1,524
Drug and proprietary stores.....	632	632	603

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 1961 from--		Sales (millions of dollars)				Percentage change, May 1961 from--	
	May 1961	June 1960	1961			1960	April 1961	May 1960
			June <sup>1</sup>	May <sup>2</sup>	April	May <sup>r</sup>		
Retail stores, total <sup>3</sup> ....	+1	-1	18,259	18,078	17,860	18,428	+1	-2
Durable-goods stores, total <sup>3</sup> ..	+1	-5	5,667	5,596	5,409	6,043	+3	-7
Nondurable-goods stores, total <sup>3</sup> ..	+1	+1	12,592	12,482	12,451	12,385	0	+1
Food group.....				4,628	4,548	4,531	+2	+2
Eating and drinking places.....				1,353	1,380	1,345	-2	+1
General merchandise group.....				1,970	2,027	1,947	-3	+1
Apparel group.....				1,110	1,076	1,129	+3	-2
Furniture and appliance group.....				839	872	907	-4	-7
Lumber, building, hardware, farm equipment group..				1,133	1,138	1,257	0	-10
Automotive group.....				3,134	2,919	3,376	+7	-7
Gasoline service stations.....				1,496	1,474	1,451	+1	+3
Drug and proprietary stores.....				633	628	619	+1	+2

Source: Office of Business Economics

<sup>r</sup> Monthly sales by kind-of-business revised for 1960. See Monthly Retail Trade Rep. for January 1961.

<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.