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The U.S. Department of Commerce announced today that total sales of retail stores in June were estimated at \$23.8 billion. Statistics prepared by the Department's Bureau of the Census show that this advance figure, after adjustment for seasonal and holiday variations and trading day differences, but not for price changes, was little changed from May 1965 but 7 percent above June 1964.

The Office of Business Economics noted that, after adjustment, sales of both durable and nondurable-goods stores showed little change from the high May total. Sales of general merchandise stores and lumber, building, hardware, farm equipment stores declined, while June sales in most other trades held close to their May rates. Based on the full sample, seasonally adjusted sales of all retail stores in May 1965 were up 2 percent from April 1965.

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 estimates subsequently derived from the full sample.

The revision of the total seldom exceeds 1.5 percent and for the past year has averaged 0.9 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 1.1 percent for the food group to 2.9 percent for the lumber, building, hardware, farm equipment group.

(more)

ADVANCE RETAIL SALES FOR JUNE 1965

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)		
	1965		1964
	June ¹	May ²	June
Retail stores, total ³	23,776	23,843	22,242
Durable-goods stores, total ³	8,368	8,238	7,719
Nondurable-goods stores, total ³	15,408	15,605	14,523
Food group.....	5,375	5,426	5,114
Grocery stores.....	4,847	4,916	4,613
Eating and drinking places.....	1,821	1,823	1,711
General merchandise group.....	2,674	2,757	2,491
Department stores.....	1,610	1,648	1,481
Apparel group.....	1,246	1,281	1,238
Furniture and appliance group.....	1,117	1,055	1,112
Lumber, building, hardware, farm equip. group.....	1,559	1,586	1,562
Automotive group.....	5,006	4,986	4,387
Gasoline service stations.....	1,881	1,857	1,754
Drug and proprietary stores.....	754	747	705

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 1965 from--		Sales (millions of dollars)				Percentage change, May 1965 from--	
	May 1965	June 1964	1965			1964	April 1965	May 1964
			June ¹	May ²	April	May		
Retail stores, total ³	0	+7	23,294	23,375	22,865	21,777	+2	+7
Durable-goods stores, total ³	0	+10	7,687	7,715	7,550	7,218	+2	+7
Nondurable-goods stores, total ³	0	+6	15,607	15,660	15,315	14,559	+2	+8
Food group.....				5,391	5,400	5,034	0	+7
Eating and drinking places.....				1,772	1,741	1,589	+2	+12
General merchandise group.....				2,926	2,781	2,589	+5	+13
Apparel group.....				1,326	1,253	1,295	+6	+2
Furniture and appliance group.....				1,095	1,086	1,080	+1	+1
Lumber, building, hardware, farm equipment group.....				1,437	1,337	1,370	+7	+5
Automotive group.....				4,539	4,455	4,126	+2	+10
Gasoline service stations.....				1,828	1,798	1,670	+2	+9
Drug and proprietary stores.....				747	760	713	-2	-5

¹ Advance sample estimates.

² Preliminary estimates of full sample.

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