



Total sales of retail stores in June were \$20.6 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 \$20.3 billion, virtually unchanged from May 1963 and 6 percent above June 1962.

The Office of Business Economics noted that, after adjustment for seasonal variations and trading day differences, durable and nondurable sales were both essentially unchanged from May to June. Department store sales increased appreciably in June; sales by most other major lines held close to May rates. Based on the full sample, seasonally adjusted sales of all retail stores in May 1963, were virtually unchanged from April.

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 2,000 retail firms which, in total, operate some 40,000 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 0.8 percent. For individual kind-of-business groups, revisions have been greater, ranging on the average from 1.0 percent for the food group to 2.4 percent for the furniture and appliance group.

(more)

ADVANCE RETAIL SALES FOR JUNE 1963

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)		
	1963		1962
	June ¹	May ²	June
Retail stores, total ³	20,573	21,298	20,254
Durable-goods stores, total ³	6,976	7,263	6,786
Nondurable-goods stores, total ³	13,597	14,035	13,468
Food group.....	4,932	5,065	5,033
Grocery stores.....	4,464	4,578	4,563
Eating and drinking places.....	1,543	1,568	1,537
General merchandise group.....	2,284	2,297	2,141
Apparel group.....	1,137	1,170	1,121
Furniture and appliance group.....	906	936	894
Lumber, building, hardware, farm equip. group.....	1,417	1,436	1,434
Automotive group.....	4,065	4,302	3,944
Gasoline service stations.....	1,634	1,636	1,623
Drug and proprietary stores.....	652	673	667

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 1963 from--		Sales (millions of dollars)				Percentage change, May 1963 from--	
	May 1963	June 1962	1963			1962	Apr. 1963	May 1962
			June ¹	May ²	Apr.	May		
Retail stores, total ³	0.85 0	+6	20,309	20,319	20,320	19,508	0	+4
Durable-goods stores, total ³ ...	-0.20	+9	6,565	6,588	6,660	6,169	-1	+7
Nondurable-goods stores, total ³ ...	+0.10	+5	13,744	13,731	13,660	13,339	+1	+3
Food group.....				4,856	4,846	4,801	0	+1
Eating and drinking places.....				1,519	1,522	1,444	0	+5
General merchandise group.....				2,357	2,328	2,263	+1	+4
Apparel group.....				1,176	1,170	1,196	+1	-2
Furniture and appliance group.....				937	919	876	+2	+7
Lumber, building, hardware, farm equipment group.....				1,263	1,272	1,257	-1	0
Automotive group.....				3,775	3,900	3,520	-3	+7
Gasoline service stations.....				1,599	1,607	1,533	0	+4
Drug and proprietary stores.....				676	675	677	0	0

Source: Office of Business Economics

¹ Advance sample estimates.

² Preliminary estimates of full sample.

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