

advance monthly
RETAIL SALES



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JUNE 1968

The U.S. Department of Commerce announced today that total sales of retail stores in June were estimated at \$28.5 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes, was \$28.0 billion. The advance estimate, after adjustment, was virtually unchanged from May sales but about 6 percent above June sales last year. Adjusted April-through-June sales averaged about 1 percent above the prior 3 months and 7 percent above the comparable period a year ago.

The Office of Business Economics noted that after adjustments, sales of durable goods stores were up 1 percent from May to June with increased sales by the automotive group outweighing declines

for other major kinds of business. Sales at non-durable goods stores were unchanged from May to June. 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 3 month average for non-durable goods stores was about 6 percent and about 9 percent for durable goods stores.

Based on the full sample, the total U.S. unadjusted sales estimate for May was \$0.1 billion above the \$29.0 billion published earlier in the May Advance Monthly Retail Sales report released on June 10, 1968. The seasonally adjusted sales for May as revised were about 1 percent above April.

The June sales figures are based on advance reporting of a small sub-sample of the Census Bureau's panel of retail firms. Beginning with the October 1967 report, the advance figures have been modified on the basis of the relationship between the advance estimates and full sample estimates. 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 0.8 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 0.8 percent for food stores to 3.6 percent for the lumber 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)

For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Annual subscription to Current Retail Trade Reports (Weekly Retail Sales Report, Advance Monthly Retail Sales Report, Monthly Retail Trade Report, and Annual Retail Trade Report sold as a single subscription) \$6.00. Single copies, available only from the Bureau of the Census, 10¢.



U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

ADVANCE RETAIL SALES FOR JUNE 1968

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)		
	1968		1967
	June ¹	May ²	June
Retail stores, total ³	28,473	29,115	27,616
Durable-goods stores, total ³	9,602	9,833	9,398
Nondurable-goods stores, total ³	18,871	19,282	18,218
Food group.....	6,471	6,584	6,259
Grocery stores.....	5,952	6,047	5,742
Eating and drinking places.....	2,339	2,301	2,197
General merchandise group.....	3,614	3,668	3,483
Department stores.....	2,391	2,411	2,322
Apparel group.....	1,498	1,552	1,473
Furniture and appliance group.....	1,365	1,369	1,313
Lumber, building, hardware, farm equip. group	1,588	1,609	1,669
Automotive group.....	5,843	6,054	5,644
Gasoline service stations.....	2,249	2,215	2,136
Drug and proprietary stores.....	954	977	910

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 1968 from--		Sales (millions of dollars)				Percentage change, May 1968 from--	
	May 1968	June 1967	1968			1967	Apr. 1968	May 1967
			June ¹	May ²	Apr.	May		
Retail stores, total ³	0	+6	28,044	27,981	27,620	25,897	+1	+8
Durable-goods stores, total ³ ..	+1	+6	9,096	9,022	8,832	8,187	+2	+10
Nondurable-goods stores, total ³	0	+5	18,948	18,959	18,788	17,710	+1	+7
Food group.....				6,398	6,338	5,996	+1	+7
Eating and drinking places.....				2,227	2,214	2,038	+1	+9
General merchandise group.....				3,788	3,777	3,468	0	+9
Apparel group.....				1,577	1,546	1,490	+2	+6
Furniture and appliance group.....				1,425	1,408	1,306	+1	+9
Lumber, building, hardware, farm equipment group....				1,415	1,526	1,365	-7	+4
Automotive group.....				5,347	5,075	4,752	+5	+13
Gasoline service stations.....				2,157	2,152	1,996	0	
Drug and proprietary stores.....				983	944	903	+4	+9

¹Advance sample estimates.

²Preliminary estimates of full sample.

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