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The U.S. Department of Commerce announced today that total sales of retail stores in September were estimated at \$26.2 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes, was \$26.7 billion. The advance estimate, after adjustment, was about one half of 1 percent above August sales and about 4 percent above September sales last year. Adjusted July-through-September sales averaged about 2 percent above the prior 3 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 September. Sales of nondurable goods stores were little changed in September from their August peak. Average monthly sales for durable goods stores during the July-September period were about 4 percent above the average for the prior 3 months, and the average for nondurable goods stores for the comparable period increased 1 percent. The 3 month averages for both nondurable goods stores and durable goods stores showed about a 4 percent increase over the comparable period last year.

Based on the full sample the total U.S. unadjusted sales estimate for August was \$26.3 billion, about \$0.5 billion less than the \$26.8 billion published earlier in the August Advance Monthly Retail Sales report released on September 11, 1967. The seasonally adjusted sales for August as revised were slightly above July.

The September 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 0.8 percent for food stores to 3.6 percent for the furniture 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, 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¢ each.

ADVANCE RETAIL SALES FOR SEPTEMBER 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
	September ¹	August ²	September
Retail stores, total ³	26,194	26,335	24,864
Durable-goods stores, total ³	8,158	8,329	7,659
Nondurable-goods stores, total ³	18,036	18,006	17,205
Food group.....	6,264	6,087	6,039
Grocery stores.....	5,731	5,563	5,544
Eating and drinking places.....	2,220	2,346	2,034
General merchandise group.....	3,456	3,506	3,274
Department stores.....	2,276	2,282	2,158
Apparel group.....	1,572	1,455	1,469
Furniture and appliance group.....	1,312	1,317	1,311
Lumber, building, hardware, farm equip. group	1,515	1,551	1,486
Automotive group.....	4,507	4,701	4,095
Gasoline service stations.....	2,030	2,144	1,923
Drug and proprietary stores.....	907	886	821

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, Sept. 1967 from--		Sales (millions of dollars)				Percentage change, Aug. 1967 from--	
	Aug. 1967	Sept. 1966	1967			1966	July 1967	Aug. 1966
			Sept. 1	Aug. 2	July	Aug.		
Retail stores, total ³	0	+4	26,688	26,558	26,444	25,572	0	+4
Durable-goods stores, total ³ ..	+2	+4	8,704	8,542	8,592	8,358	-1	+2
Nondurable-goods stores, total ³	0	+4	17,984	18,016	17,852	17,214	+1	+5
Food group.....				6,047	6,002	5,920	+1	+2
Eating and drinking places.....				2,121	2,071	1,975	+2	+7
General merchandise group.....				3,569	3,529	3,332	+1	+7
Apparel group.....				1,567	1,538	1,499	+2	+5
Furniture and appliance group.....				1,291	1,267	1,285	+2	0
Lumber, building, hardware, farm equipment group....				1,390	1,437	1,360	-3	+2
Automotive group.....				5,088	5,130	4,959	-1	+3
Gasoline service stations.....				2,032	2,020	1,906	+1	+7
Drug and proprietary stores.....				911	903	837	+1	+9

¹Advance sample estimates.

²Preliminary estimates of full sample

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