

# advance monthly RETAIL SALES



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## NOVEMBER 1968

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in November were estimated at \$30.5 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes, was \$29.1 billion. The advance estimate, after adjustment, was about one and one-half percent above October sales and about 10 percent above November sales last year. Adjusted September-through-November sales averaged about 1 percent above the prior 3 months and 9 percent above the comparable period a year ago.

After adjustment, sales of nondurable goods stores increased about two percent over October; durable goods stores showed little change over

this period. Average monthly sales for durable goods stores during the September-through-November period were about 1 percent above the average for the prior 3 months, while the average for nondurable goods stores for the comparable period was virtually unchanged. The year-to-year gain in the 3 month average for nondurable goods stores was about 8 percent and about 12 percent for durable goods stores.

Based on the full sample, the total U.S. unadjusted sales estimate for October was about \$0.1 billion below the \$29.5 billion published earlier in the October Advance Monthly Retail Sales report released November 12, 1968. The seasonally adjusted sales for October as revised were 1 percent below September.

### Sample Revision

The full sample on which the advance monthly data are linked has been revised beginning with the August 1968 data month. For a detailed explanation of the sample revision see the August 1968 Monthly Retail Trade Report.

The November sales figures are based on advance reporting of a small sample 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 0.5 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 0.8 percent for food stores to 3.5 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

## SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

Part A. NOT ADJUSTED for seasonal variations or trading day differences

Kind-of-business group	Sales (millions of dollars)		
	1968		1967
	November <sup>1</sup>	October <sup>2</sup>	November
Retail stores, total <sup>3</sup> .....	30,472	29,422	27,186
Durable goods stores, total <sup>3</sup> .....	9,636	10,013	8,525
Nondurable goods stores, total <sup>3</sup> .....	20,836	19,409	18,661
Food group.....	6,429	6,139	5,748
Grocery stores.....	6,020	5,715	5,348
Eating and drinking places.....	2,101	2,154	1,909
General merchandise group with nonstores.....	5,548	4,679	5,136
General merchandise group without nonstores (except department stores mail order).....	5,024	4,191	4,450
Department stores.....	3,380	2,823	2,948
Apparel group.....	1,856	1,689	1,630
Furniture and appliance group.....	1,588	1,473	1,432
Lumber, building, hardware, farm equipment group.....	1,596	1,827	1,475
Automotive group.....	5,623	5,956	4,842
Gasoline service stations.....	2,072	2,063	1,939
Drug and proprietary stores.....	959	946	881

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Percentage change, Nov. 1968 from		Sales (millions of dollars)				Percentage change, Oct. 1968 from	
	Oct. 1968	Nov. 1967	1968			1967	Sept. 1968	Oct. 1967
			Nov. <sup>1</sup>	Oct. <sup>2</sup>	Sept.	Oct.		
Retail stores, total <sup>3</sup> .....	+1½	+10	29,144	28,713	28,863	26,100	-1	+10
Durable goods stores, total <sup>3</sup> .....	0	+13	9,352	9,380	9,699	8,268	-3	+13
Nondurable goods stores, total <sup>3</sup> .....	+2	+9	19,792	19,333	19,164	17,832	+1	+8
Food group.....				6,164	6,145	5,802	0	+6
Eating and drinking places.....				2,139	2,151	1,984	-1	+8
General merchandise group with nonstores.....				4,604	4,506	4,242	+2	+9
General merchandise group without nonstores (except department stores mail order).....				4,123	4,047	3,735	+2	+10
Apparel group.....				1,668	1,621	1,488	+3	+12
Furniture and appliance group.....				1,381	1,402	1,265	-1	+9
Lumber, building, hardware, farm equipment group.....				1,629	1,644	1,524	-1	+7
Automotive group <sup>4</sup> .....				5,590	5,907	4,769	-5	+17
Gasoline service stations.....				2,039	2,037	1,908	0	+7
Drug and proprietary stores.....				968	967	898	0	+8

Source: Bureau of the Census

<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>During months of model change over, seasonal adjustment factors are less reliable than in other months.