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The U.S. Department of Commerce announced today that total sales of retail stores in November were estimated at \$27.3 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes, was \$26.5 billion. The advance estimate, after adjustment, was about one and one half percent above October sales and about three and one half percent above November sales last year. Adjusted September-through-November sales averaged about the same as the prior 3 months but 3 percent above the comparable period in 1966.

The Office of Business Economics noted that after adjustment, sales of nondurable goods stores were up 2 percent from October with increases in most major lines of trade. Sales at durable goods stores rose 1 percent in November with gains for most durable goods lines except the automotive group. Average monthly sales for durable goods stores during the September-November period were about 1 percent below the average for the prior 3 months, while the average for nondurable goods stores for the comparable period increased 1 percent. The year-to-year gain in the 3 month average for nondurable goods stores was about 4 percent and about 2 percent for durable goods stores.

Based on the full sample the total U.S. unadjusted sales estimate for October was virtually the same as the \$26.2 billion published earlier in the October Advance Monthly Retail Sales report released on November 9, 1967. The seasonally adjusted sales for October as revised were about 2 percent below September.

The November 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 3.5 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 NOVEMBER 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
	November <sup>1</sup>	October <sup>2</sup>	November
Retail stores, total <sup>3</sup> .....	27,285	26,196	26,158
Durable-goods stores, total <sup>3</sup> .....	8,570	8,576	8,410
Nondurable-goods stores, total <sup>3</sup> .....	18,715	17,620	17,748
Food group.....	5,974	5,828	5,755
Grocery stores.....	5,474	5,328	5,279
Eating and drinking places.....	2,065	2,141	1,884
General merchandise group.....	4,268	3,522	3,958
Department stores.....	2,790	2,311	2,575
Apparel group.....	1,648	1,488	1,553
Furniture and appliance group.....	1,536	1,365	1,391
Lumber, building, hardware, farm equip. group	1,466	1,588	1,352
Automotive group.....	4,734	4,873	4,899
Gasoline service stations.....	2,005	2,029	1,922
Drug and proprietary stores.....	910	887	840

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, Nov. 1967 from--		Sales (millions of dollars)				Percentage change, Oct. 1967 from--	
	Oct. 1967	Nov. 1966	1967			1966	Sept. 1967	Oct. 1966
			Nov. <sup>1</sup>	Oct. <sup>2</sup>	Sept.	Oct.		
Retail stores, total <sup>3</sup> .....	+1½	+3½	26,525	26,122	26,732	25,550	-2	+2
Durable-goods stores, total <sup>3</sup> ..	+1	+2	8,300	8,236	8,743	8,276	-6	0
Nondurable-goods stores, total <sup>3</sup>	+2	+4½	18,225	17,886	17,989	17,274	-1	+4
Food group.....				6,040	6,042	5,949	0	+2
Eating and drinking places.....				2,124	2,110	1,974	+1	+8
General merchandise group.....				3,546	3,587	3,354	-1	+6
Apparel group.....				1,501	1,559	1,466	-4	+2
Furniture and appliance group.....				1,300	1,347	1,266	-3	+3
Lumber, building, hardware, farm equipment group....				1,444	1,415	1,356	+2	+6
Automotive group <sup>4</sup> .....				4,710	5,224	4,921	-10	-4
Gasoline service stations.....				2,009	2,028	1,926	-1	+4
Drug and proprietary stores.....				913	901	859	+1	+6

<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.