



Advance Monthly Retail Sales

For release November 11, 1974 2:00 P.M.

CB-74-272

OCTOBER 1974

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in October were estimated at \$46.8 billion. The Bureau, part of the Department's Social and Economic Statistics Administration (SESA), said this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes was \$45.9 billion, virtually unchanged from September but about 7 percent above October sales last year. Adjusted August-through-October total sales were about 2 percent above the prior 3 months and 9 percent above the comparable period a year ago.

from their monthly records (in reflecting such elements as carrying charges, sales taxes, merchandise returns), the sales figures estimated for the advance report can differ from the subsequently issued report based on the monthly records of the full sample of retailers. Additionally, sampling variability between sub-sample and later full sample results can be a cause of difference. For most months, such differences have been reduced by modifying the advance estimate, prior to publication, on the basis of the relationship between the advance and full-sample data for previous months.

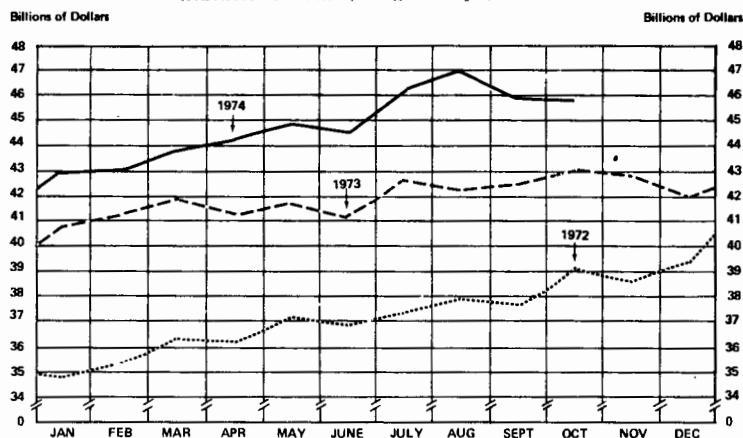
Based on the full sample, the total U. S. adjusted sales estimate for September was about \$0.1 billion less than the \$46.2 billion published earlier in the September Advance Monthly Retail Sales report released October 10, 1974. The seasonally adjusted sales for September as revised were about 2 percent below August.

The differences between the month-to-month change in advance and full-sample estimates for total retail sales seldom exceed 1.0 percent and for the past year has averaged 0.6 percent. For individual kind of business groups, differences have been greater, ranging on the average from 0.3 percent for the Food group to 2.1 percent for the Building materials group.

The advance sales estimates are based on early reporting, by a small subsample of the Census Bureau's retail survey panel, of sales figures for the weeks and part-weeks comprising the month. Because retailers' weekly records often differ

Even for figures derived from the full sample sale movements from one month to the next can be relatively irregular. Data for 3 months are generally required to indicate the underlying trend.

MONTHLY SALES OF ALL RETAIL STORES IN THE UNITED STATES
(Data ADJUSTED for seasonal, holiday, and trading day differences)



Inquiries concerning these figures should be addressed to Mr. Irving True, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660.

Inquiries concerning these figures should be addressed to Mr. Irving True, Business Division, Bureau of the Census, Washington, D.C. 20233. Telephone (301) 763-7660.



U.S. DEPARTMENT OF COMMERCE | Social and Economic Statistics Administration | BUREAU OF THE CENSUS

Data on the retail trade, published in the Weekly Retail Sales Report, Advance Monthly Retail Sales Report, the Monthly Retail Trade Report, and the Annual Retail Trade Report are available on a single subscription from the Superintendent of Documents, Government Printing Office, Washington, D.C., 20402, at \$30.10 per year. Add \$7.55 for each subscription to a foreign address. Single copies of the Advance Monthly Retail Trade Report are available from Subscriber Services Section (Publications), Social and Economic Statistics Administration, Washington, D.C., 20233 at 25 cents each.

Table 1. 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)		
	1974		1973
	October ¹	September ²	October
Total, retail stores ³	46,825	43,684	43,721
Total (excluding automotive group).....	38,891	36,118	34,739
Durable goods stores, total ³	14,497	13,753	15,171
Nondurable goods stores, total ³	32,328	29,931	28,550
Food group.....	10,425	9,847	8,929
Grocery stores.....	9,647	9,126	8,302
Eating and drinking places.....	3,598	3,522	3,341
General merchandise group with nonstores.....	7,747	7,035	7,172
General merchandise group without nonstores (except department stores mail order).....	7,128	6,456	6,555
Department stores.....	4,799	4,392	4,396
Apparel group.....	2,214	2,031	2,030
Furniture and appliance group.....	2,189	2,110	2,049
Bldg. materials, hardware, farm equipment group.....	3,037	2,817	2,935
Automotive group.....	7,934	7,566	8,982
Gasoline service stations.....	3,609	3,414	2,981
Drug and proprietary stores.....	1,412	1,351	1,300

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change September 1974 from—	
	1974			1973		August 1974	September 1973
	October ¹	September ²	August	October	September		
Total, retail stores ³	45,876	46,069	47,056	42,970	42,529	-2	+8
Total (excluding automotive group).....	38,405	37,902	38,013	34,488	34,072	0	+11
Durable goods stores, total ³	13,636	14,318	15,381	14,331	14,267	-7	0
Nondurable goods stores, total ³	32,240	31,751	31,675	28,639	28,262	0	+12
Food group.....	10,370	10,370	10,261	9,194	8,992	+1	+15
Eating and drinking places.....	3,470	3,470	3,498	3,308	3,261	-1	+6
General merchandise group with nonstores.....	7,578	7,578	7,527	6,995	6,989	+1	+8
General merchandise group without nonstores (except department stores mail order).....	7,001	7,001	6,959	6,461	6,486	+1	+8
Apparel group.....	2,157	2,157	2,129	2,019	2,042	+1	+6
Furniture and appliance group.....	2,192	2,192	2,212	2,005	2,063	-1	+6
Bldg. materials, hardware, farm equipment group.....	2,637	2,637	2,715	2,609	2,529	-3	+4
Automotive group ⁴	8,167	8,167	9,043	8,482	8,457	-10	-3
Gasoline service stations.....	3,491	3,491	3,480	2,951	2,880	0	+21
Drug and proprietary stores.....	1,437	1,437	1,408	1,332	1,278	+2	+12

¹Advance sample estimates. ²Preliminary estimates of full sample. ³Totals include data for kinds of business not shown separately. ⁴During months of model changeover seasonal adjustment factors are less reliable than in other months.

Table 2. Percentage Changes for Retail Sales

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	October 1974 from—		August 1974 through October 1974 from—	
	September 1974	October 1973	May 1974 through July 1974	August 1973 through October 1973
Total, retail stores.....	0	+7	+2	+9
Total (excluding automotive group).....	+1	+11	+2	+12
Durable goods stores, total.....	-5	-5	0	+1
Nondurable goods stores, total.....	+2	+13	+3	+13

Source: Bureau of the Census