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CURRENT BUSINESS REPORTS

advance monthly RETAIL SALES

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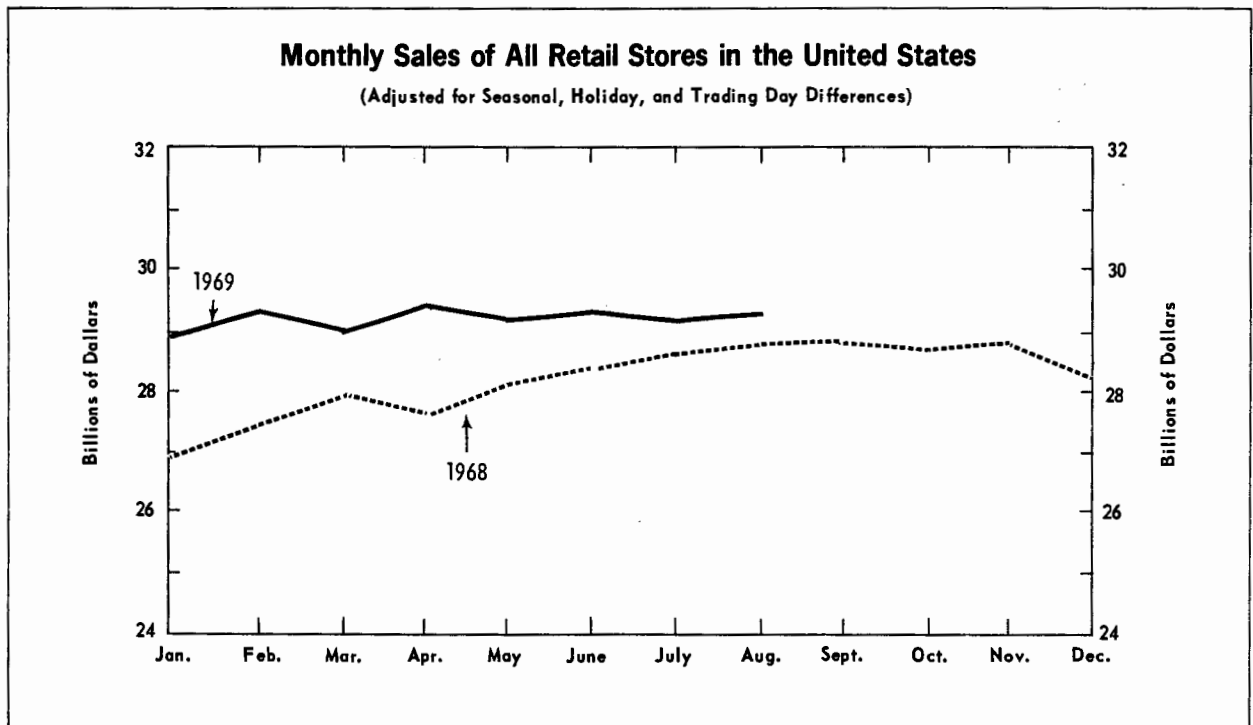
AUGUST 1969

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in August were estimated at \$29.4 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes, was \$29.3 billion. The advance estimate, after adjustment, was about one half of one percent above July sales and about 2 percent above August sales last year. Adjusted June-through-August sales averaged about the same as the prior three months but 2 percent above the comparable period a year ago.

After adjustment, most major kind-of-business categories showed increases over July; however, the general merchandise, furniture and appliance, and

lumber groups showed decreases. Average monthly sales for durable goods stores during the June-through-August period were about 2 percent below the average for the prior 3 months, while the average for nondurable goods stores for the comparable period increased 1 percent. The 3-month average for durable goods stores was about the same as the prior year, while nondurable goods stores showed a 3 percent year-to-year gain.

Based on the full sample, the total U. S. unadjusted sales estimate for July was about \$0.3 billion below the \$29.4 billion published earlier in the July Advance Monthly Retail Sales report released August 11, 1969. The seasonally adjusted sales for July as revised were about 1 percent below June.



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 Maurice H. Stans, Secretary
Rocco C. Siciliano, Under Secretary
BUREAU OF THE CENSUS George Hay Brown, Director

The August sales figures are based on advance reporting of a small subsample 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

1.0 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 1.0 percent for general merchandise stores to 4.6 percent for the lumber group.

It should be noted that even for figures derived from the full sample, sales movements from one month to the next tend to be relatively irregular. Data for several months are generally required to indicate the underlying trend.

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)		
	1969		1968
	August ¹	July ²	August
Retail stores, total ³	29,387	29,097	29,410
Durable goods stores, total ³	9,006	9,541	9,383
Nondurable goods stores, total ³	20,381	19,556	20,027
Food group.....	6,597	6,426	6,596
Grocery stores.....	6,173	5,999	6,166
Eating and drinking places.....	2,450	2,345	2,413
General merchandise group with nonstores.....	4,828	4,491	4,671
General merchandise group without nonstores (except department stores mail order).....	4,371	4,031	4,243
Department stores.....	2,957	2,751	2,844
Apparel group.....	1,680	1,478	1,633
Furniture and appliance group.....	1,385	1,407	1,479
Lumber, building, hardware, farm equipment group.....	1,629	1,711	1,764
Automotive group.....	5,201	5,653	5,365
Gasoline service stations.....	2,258	2,242	2,202
Drug and proprietary stores.....	1,001	960	962

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Percentage change, August 1969 from--		Sales (millions of dollars)					Percentage change, July 1969 from--	
	July 1969	Aug. 1968	1969			1968		June 1969	July 1968
			Aug. 1	July ²	June	Aug.	July		
Retail stores, total ³	+½	+2	29,327	29,157	29,371	28,760	28,674	-1	+2
Durable goods stores, total ³	+½	-1½	9,233	9,187	9,545	9,377	9,313	-4	-1
Nondurable goods stores, total ³ ..	+1	+4	20,094	19,970	19,826	19,383	19,361	+1	+3
Food group.....				6,283	6,278	6,188	6,148	0	+2
Eating and drinking places.....				2,118	2,191	2,139	2,068	-3	+2
General merchandise group with nonstores.....				4,998	4,857	4,626	4,730	+3	+6
General merchandise group without nonstores (except department stores mail order).....				4,523	4,398	4,191	4,290	+3	+5
Apparel group.....				1,708	1,660	1,659	1,655	+3	+3
Furniture and appliance group.....				1,404	1,459	1,433	1,406	-4	0
Lumber, building, hardware, farm equipment group.....				1,524	1,642	1,602	1,615	-7	-6
Automotive group.....				5,455	5,634	5,561	5,523	-3	-1
Gasoline service stations.....				2,097	2,086	2,063	2,052	+1	+2
Drug and proprietary stores.....				993	975	973	967	+2	+3

Source: Bureau of the Census

¹Advance sample estimates. ²Preliminary estimates of full sample.

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