

advance monthly
RETAIL SALES



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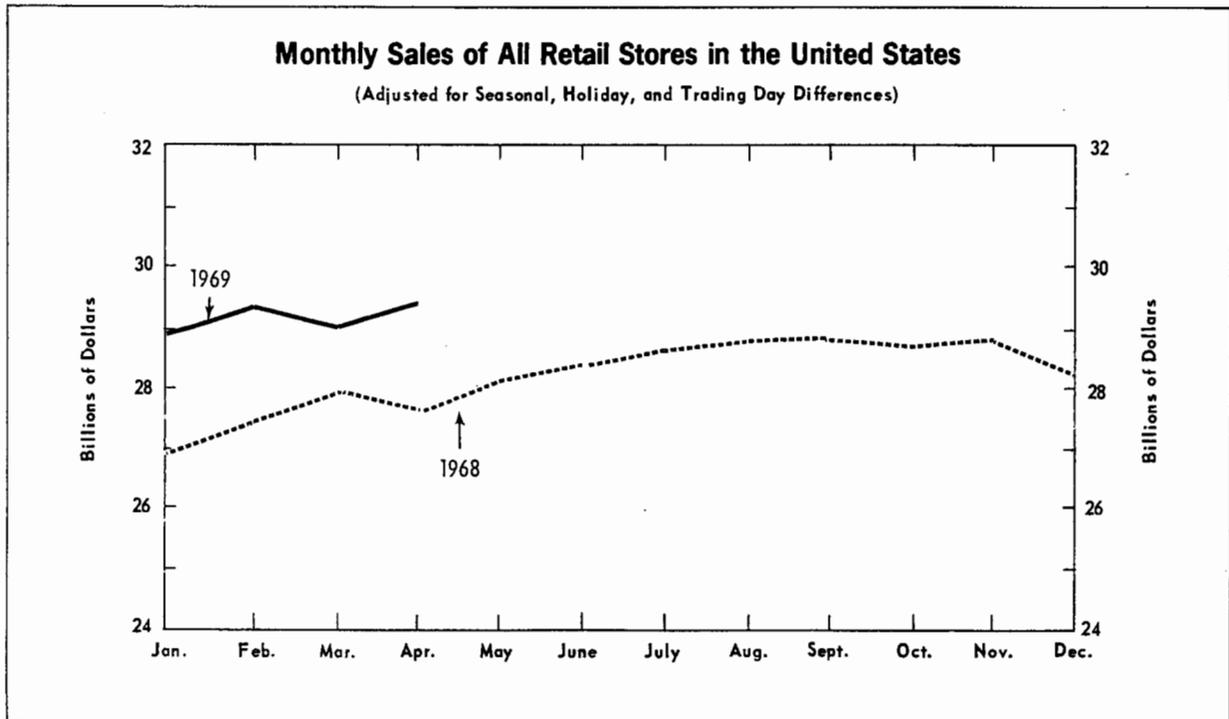
APRIL 1969

The Bureau of the Census, U. S. Department of Commerce, announced today that total sales of retail stores in April were estimated at \$28.8 billion; this advance figure, after adjustment for seasonal and holiday variations and trading day differences but not for price changes, was \$29.4 billion. The advance estimate, after adjustment, was about 1 percent above March sales and about 6 percent above April sales last year. Adjusted February-through-April sales averaged about 2 percent above the prior 3 months and 5 percent above the comparable period a year ago.

After adjustment, the increase over March was about 1 percent for durable goods stores and about 2 percent for nondurable goods stores.

Average monthly sales for durable goods stores during the February-through-April period were about 2 percent above the average for the prior 3 months, and the average for nondurable goods stores for the comparable period also increased 2 percent. The year-to-year gain in the 3-month average for nondurable goods stores was about 5 percent and about 6 percent for durable goods stores.

Based on the full sample, the total U.S. unadjusted sales estimate for March was about \$0.6 billion below the \$28.6 billion published earlier in the March Advance Monthly Retail Sales report released April 10, 1969. The seasonally adjusted sales for March as revised were 1 percent below February.



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
 William H. Chartener, Assistant Secretary for Economic Affairs
 BUREAU OF THE CENSUS A. Ross Eckler, Director

The April 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

0.8 percent. For individual kind-of-business groups revisions have been greater, ranging on the average from 1.0 percent for food stores to 4.3 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
	April ¹	March ²	April
Retail stores, total ³	28,782	28,030	27,602
Durable goods stores, total ³	9,622	9,246	9,134
Nondurable goods stores, total ³	19,160	18,784	18,468
Food group.....	6,145	6,227	5,838
Grocery stores.....	5,739	5,837	5,420
Eating and drinking places.....	2,031	2,002	2,034
General merchandise group with nonstores.....	4,396	4,237	4,218
General merchandise group without nonstores (except department stores mail order).....	3,985	3,831	3,813
Department stores.....	2,752	2,634	2,538
Apparel group.....	1,604	1,538	1,627
Furniture and appliance group.....	1,271	1,296	1,217
Lumber, building, hardware, farm equipment group.....	1,716	1,473	1,659
Automotive group.....	5,872	5,712	5,549
Gasoline service stations.....	2,152	2,056	2,012
Drug and proprietary stores.....	927	929	906

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Percentage change, Apr. 1969 from--		Sales (millions of dollars)					Percentage change, Mar. 1969 from--	
	Mar. 1969	Apr. 1968	1969			1968		Feb. 1969	Mar. 1968
			Apr. ¹	Mar. ²	Feb.	Apr.	Mar.		
Retail stores, total ³	+1	+6	29,419	28,998	29,289	27,791	27,996	-1	+4
Durable goods stores, total ³	+1	+5	9,467	9,407	9,597	8,975	9,018	-2	+4
Nondurable goods stores, total ³	+2	+6	19,952	19,591	19,692	18,816	18,978	-1	+3
Food group.....				6,317	6,346	6,063	6,026	0	+5
Eating and drinking places.....				2,110	2,123	2,099	2,108	-1	0
General merchandise group with nonstores.....				4,626	4,694	4,401	4,422	-1	+5
General merchandise group without nonstores (except department stores mail order).....				4,204	4,273	3,995	3,988	-2	+5
Department stores.....				1,623	1,702	1,558	1,649	-5	-2
Apparel group.....				1,415	1,434	1,356	1,369	-1	+3
Furniture and appliance group.....				1,608	1,693	1,582	1,572	-5	+2
Lumber, building, hardware, farm equipment group.....				5,526	5,607	5,227	5,319	-1	+4
Automotive group.....				2,135	2,091	2,036	2,049	+2	+4
Gasoline service stations.....				957	959	932	924	0	+4
Drug and proprietary stores.....									

Source: Bureau of the Census

¹Advance sample estimates.

²Preliminary estimates of full sample.

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