



**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)		
	1969		1968
	November <sup>1</sup>	October <sup>2</sup>	November
Retail stores, total <sup>3</sup> .....	29,727	30,626	30,112
Durable goods stores, total <sup>3</sup> .....	9,034	10,019	9,554
Nondurable goods stores, total <sup>3</sup> .....	20,693	20,607	20,558
Food group.....	6,367	6,603	6,425
Grocery stores.....	5,982	6,186	6,009
Eating and drinking places.....	2,080	2,257	2,045
General merchandise group with nonstores.....	5,630	5,091	5,488
General merchandise group without nonstores (except department stores mail order).....	5,111	4,558	4,997
Department stores.....	3,494	3,103	3,402
Apparel group.....	1,807	1,769	1,810
Furniture and appliance group.....	1,485	1,448	1,489
Lumber, building, hardware, farm equipment group.....	1,478	1,742	1,557
Automotive group.....	5,255	6,058	5,623
Gasoline service stations.....	2,071	2,115	2,055
Drug and proprietary stores.....	987	1,000	924

Part B. ADJUSTED for seasonal variations and trading day differences

Kind-of-business group	Sales (millions of dollars)					Percentage change October 1969 from--	
	1969			1968		Sept. 1969	Oct. 1968
	Nov. <sup>1</sup>	Oct. <sup>2</sup>	Sept.	Nov.	Oct.		
Retail stores, total <sup>3</sup> .....	29,346	29,605	29,259	28,806	28,697	+1	+3
Durable goods stores, total <sup>3</sup> .....	9,151	9,320	9,384	9,314	9,342	-1	0
Nondurable goods stores, total <sup>3</sup> ..	20,195	20,285	19,875	19,492	19,355	+2	+5
Food group.....		6,460	6,326	6,235	6,149	+2	+5
Eating and drinking places.....		2,221	2,173	2,128	2,146	+2	+3
General merchandise group with nonstores.....		4,985	4,864	4,729	4,640	+2	+7
General merchandise group without nonstores (except department stores mail order).....		4,462	4,362	4,259	4,154	+2	+7
Apparel group.....		1,741	1,676	1,652	1,640	+4	+6
Furniture and appliance group.....		1,371	1,364	1,360	1,372	+1	0
Lumber, building, hardware, farm equipment group.....		1,545	1,597	1,600	1,631	-3	-5
Automotive group.....		5,610	5,665	5,521	5,556	-1	+1
Gasoline service stations.....		2,086	2,089	2,064	2,050	0	+2
Drug and proprietary stores.....		1,021	1,019	944	967	0	+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.

**Table 2. Percentage Changes for Retail Sales**

(ADJUSTED for seasonal variations and trading day differences)

Kind-of-business group	November 1969 from--		September through November 1969 from--	
	Oct. 1969	Nov. 1968	June through August 1969	Sept. through Nov. 1968
	Retail stores, total.....	-1	+2	0
Durable goods stores, total.....	-2	-2	0	0
Nondurable goods stores, total.....	0	+4	+1	+4

Source: Bureau of the Census