

# NATIONAL ECONOMIC TRENDS

PREPARED BY FEDERAL RESERVE BANK OF ST. LOUIS

Month Ending: October 31, 1978

Released: November 30, 1978

The general level of prices increased at a 6.3 percent average annual rate from 1969 to 1977, reflecting a similar rate of monetary expansion. Prices in individual markets showed considerable variation around this average, however, in response to the pressures of supply and demand in specific markets. The operation of the price mechanism in allocating resources among various markets during periods of rapid inflation is demonstrated by prices of some goods rising more rapidly than others; declines are rare under such conditions.

The accompanying table summarizes relative price and quantity movements for major types of consumer products in the 1970s, with the period divided into two equal parts. The years 1969, 1973, and 1977 are chosen as benchmark years of relatively high-employment levels of economic activity. In both periods, the overall rate of price change masks wide variation in price change among major product types. In general, however, the faster the rate of price change, the slower is the growth of real expenditures for that product category. This inverse relationship tended to hold in both periods, but appeared to be weaker in the 1973-77 period -- a period of major shocks in the market for energy products, particularly in 1974 and 1975.

## PERSONAL CONSUMPTION EXPENDITURES

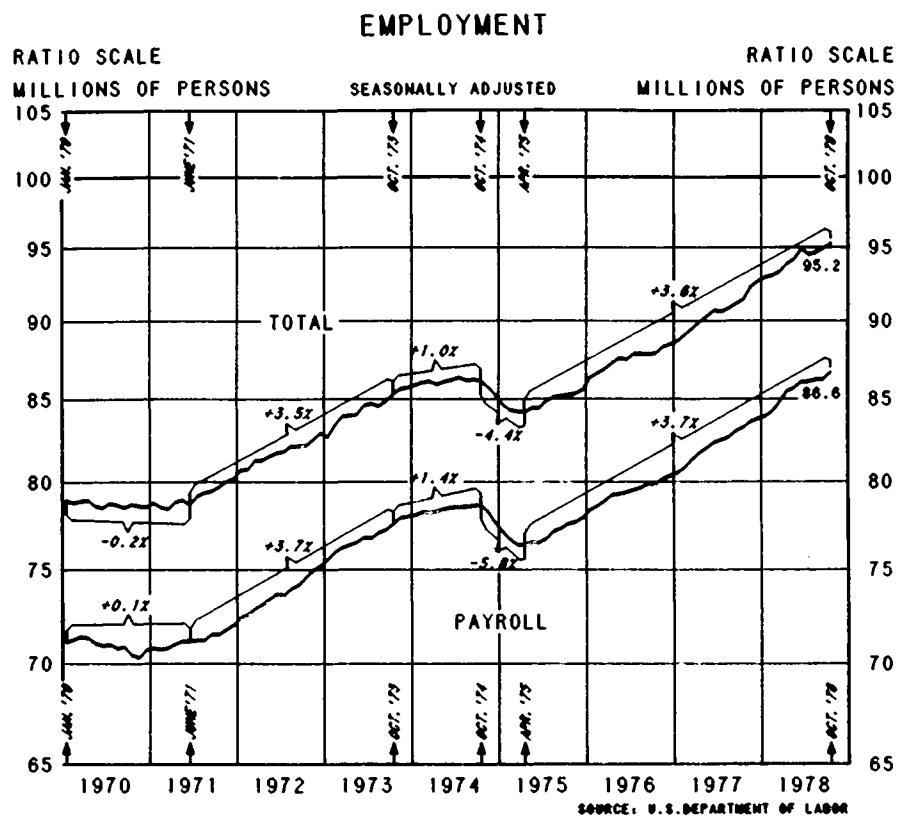
Product Categories As Deviations From Total\*

	1969 to 1973		1973 to 1977	
	Rate of Change**		Rate of Change**	
	Price Deflator	1972 Dollars	Price Deflator	1972 Dollars
Total	4.5 %	4.0 %	Total	7.5 %
Food	+ 1.8	- 2.9	Fuel oil & coal	+12.7
Fuel oil & coal	+ 1.7	+ 0.1	Gasoline & oil	+ 4.9
Transportation	+ 1.6	- 0.1	Transportation	+ 1.6
Other services	+ 0.9	- 0.3	Household operation	+ 1.5
Household operation	+ 0.5	- 0.2	Other services	+ 1.0
Housing	- 0.2	+ 0.6	Other nondurables	+ 0.4
Other nondurables	- 1.1	+ 0.7	Motor vehicles & parts	+ 0.2
Clothing & shoes	- 1.2	+ 0.5	Food	- 0.1
Gasoline & oil	- 1.5	+ 1.0	Housing	- 1.6
Other durables	- 1.7	+ 1.8	Other durables	- 2.2
Motor vehicles & parts	- 1.9	+ 3.2	Furn. & household equip.	- 2.4
Furn. & household equip.	- 3.0	+ 4.0	Clothing & shoes	+ 0.2

\* Ranking for each period based on rate of change of price deflator.

\*\* Compounded annual rates of change.





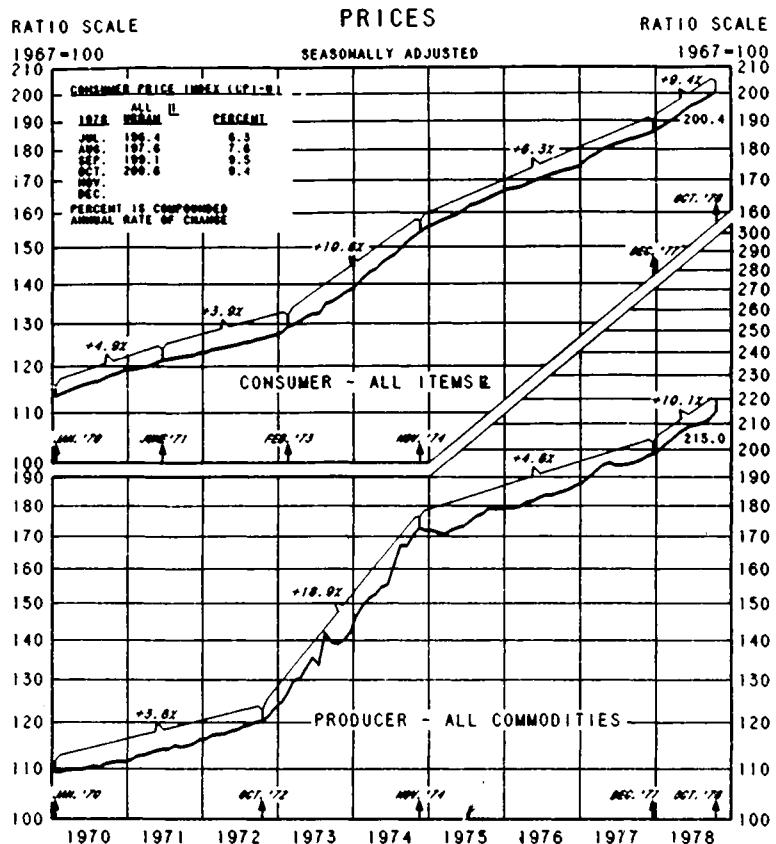
PERCENTAGES ARE ANNUAL RATES OF CHANGE FOR PERIODS INDICATED.

LATEST DATA PLOTTED: OCTOBER PRELIMINARY

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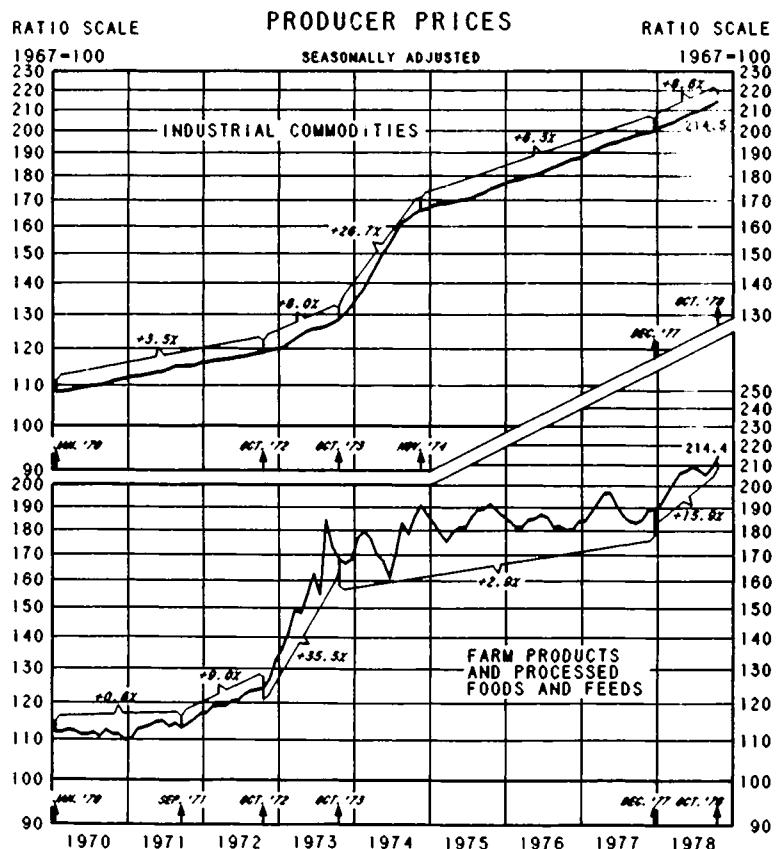
(CPI-U FOR ALL URBAN CONSUMERS (NEW SERIES BEGINNING JANUARY 1970))

(CPI-U FOR URBAN WAGE EARNERS AND CLERICAL WORKERS (REVISED SERIES BEGINNING JANUARY 1970))

NOTE: CPI, SEASONALLY ADJUSTED, (OLD SERIES) TERMINATED BEGINNING JANUARY 1970

PERCENTAGES ARE ANNUAL RATES OF CHANGE FOR PERIODS INDICATED.

LATEST DATA PLOTTED: OCTOBER



PERCENTAGES ARE ANNUAL RATES OF CHANGE FOR PERIODS INDICATED.

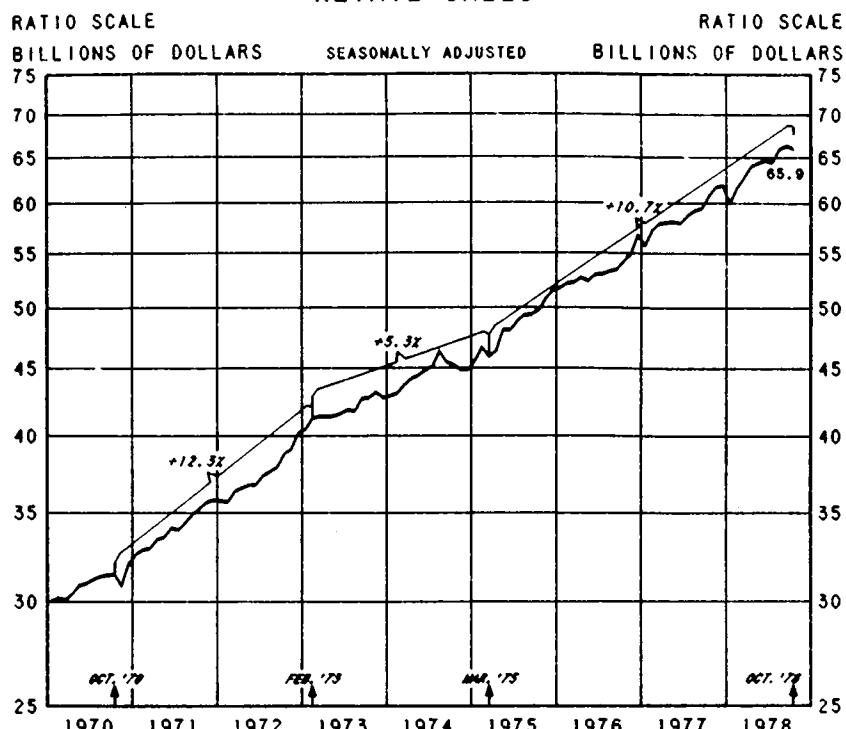
LATEST DATA PLOTTED: OCTOBER







# RETAIL SALES



SOURCE: U.S. DEPARTMENT OF COMMERCE

PERCENTAGES ARE ANNUAL RATES OF CHANGE FOR PERIODS INDICATED.

LATEST DATA PLOTTED: SEPTEMBER, OCTOBER ADVANCE ESTIMATE

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## RETAIL SALES COMPOUNDED ANNUAL RATES OF CHANGE

TERMINAL MONTH	INITIAL MONTH																		MILLIONS OF DOLLARS
	3-77	4-77	5-77	6-77	7-77	8-77	9-77	10-77	11-77	12-77	1-78	2-78	3-78	4-78	5-78	6-78	7-78	8-78	
4-77	1.7																		57,929
5-77	2.1	2.8																	58,052
6-77	0.0	-0.8	-4.1																57,851
7-77	4.3	5.2	6.5	10.4															58,669
8-77	5.6	6.6	8.0	14.6	10.9														59,177
9-77	3.5	6.3	7.2	11.2	7.8	4.9													59,412
10-77	8.7	9.9	11.4	15.6	14.7	16.7	29.9												60,720
11-77	10.0	11.3	12.0	16.5	16.0	17.8	24.8	20.0											61,650
12-77	9.2	10.2	11.4	14.2	13.3	14.0	17.2	11.3	3.2										61,813
1-78	4.4	4.8	5.0	6.4	4.5	3.3	2.9	-4.7	-15.1	-30.2									59,987
2-78	7.0	7.5	8.1	9.7	8.6	8.2	8.8	4.1	-0.7	-2.5	36.1								61,548
3-78	8.3	8.9	9.6	11.2	10.3	10.3	11.2	7.8	4.9	5.5	29.8	23.7							62,649
4-78	9.6	10.3	11.1	12.7	12.1	12.3	13.3	10.8	9.1	10.6	26.9	25.4	27.2						63,917
5-78	9.5	10.1	10.7	12.2	11.6	11.7	12.6	10.3	8.8	9.9	23.1	19.1	16.8	7.3					64,292
6-78	9.2	9.7	10.3	11.6	11.0	11.0	11.7	9.6	8.2	9.1	19.3	15.4	12.8	6.2	5.2				64,565
7-78	8.3	8.8	9.2	10.3	9.7	9.6	10.0	8.0	6.6	7.1	15.1	11.2	8.3	2.7	0.5	-4.0		64,343	
8-78	9.6	10.1	10.6	11.8	11.3	11.3	11.9	10.2	9.2	10.0	17.4	14.5	12.8	9.4	10.1	12.7	32.3		65,062
9-78	9.4	9.9	10.4	11.4	11.0	11.0	11.5	10.0	9.0	9.7	16.0	13.4	11.8	8.9	9.4	10.8	19.0	7.1	66,238P
10-78	8.6	9.0	9.4	10.3	9.8	9.7	10.1	8.5	7.6	8.0	13.4	10.8	9.1	6.3	6.1	6.4	10.1	0.4	65,910E
	3-77	4-77	5-77	6-77	7-77	8-77	9-77	10-77	11-77	12-77	1-78	2-78	3-78	4-78	5-78	6-78	7-78	8-78	9-78
	INITIAL MONTH																		

P= PRELIMINARY  
E= ESTIMATED

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NOVEMBER 14, 1978







# GROSS NATIONAL PRODUCT

RATIO SCALE

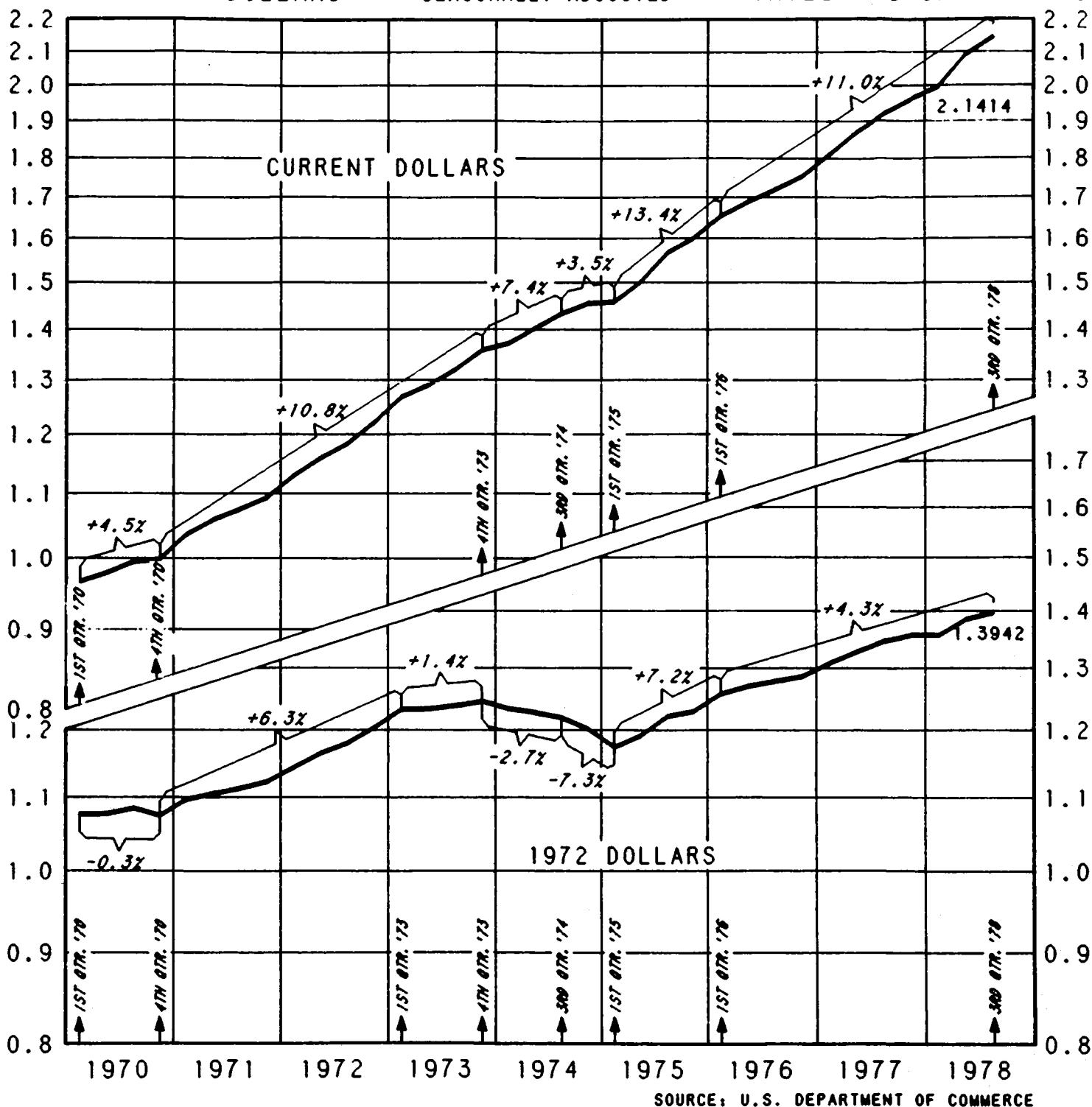
TRILLIONS OF DOLLARS

QUARTERLY TOTALS AT ANNUAL RATES

SEASONALLY ADJUSTED

RATIO SCALE

TRILLIONS OF DOLLARS



SOURCE: U.S. DEPARTMENT OF COMMERCE

PERCENTAGES ARE ANNUAL RATES OF CHANGE FOR PERIODS INDICATED.

LATEST DATA PLOTTED: 3RD QUARTER

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TERMINAL QUARTER	INITIAL QUARTER																		BILLIONS OF DOLLARS ANNUAL RATES
	4-73	1-74	2-74	3-74	4-74	1-75	2-75	3-75	4-75	1-76	2-76	3-76	4-76	1-77	2-77	3-77	4-77	1-78	2-78
1-74	14.8																		70.9
2-74	12.9	11.2																	72.0
3-74	25.0	30.5	22.3																81.0
4-74	7.3	4.9	1.9	-32.2															72.2
1-75	-11.1	-16.6	-24.3	-46.0	-50.2														59.1
2-75	-3.0	-7.2	-13.3	-24.0	-22.0	42.8													44.6
3-75	7.0	6.7	5.0	-3.6	8.4	74.6	113.6												78.1
4-75	8.3	7.6	6.9	-9.7	9.3	50.5	54.5	11.0											80.3
1-76	12.3	12.0	12.2	6.9	16.5	50.6	53.3	29.7	30.7										87.0
2-76	12.7	12.5	12.7	7.0	16.5	43.0	43.0	23.1	32.4	16.2									92.4
3-76	11.0	11.5	11.6	7.2	14.5	35.4	36.0	19.2	21.0	9.4	3.1								92.1
4-76	10.4	10.0	9.9	5.9	12.0	29.9	26.9	14.2	14.8	4.8	-9.4	-3.8							92.2
1-77	11.1	10.0	10.0	7.0	12.9	27.0	25.0	15.1	15.0	8.4	6.0	7.4	20.0						94.5
2-77	12.3	12.1	12.2	9.1	14.4	27.9	26.1	17.0	17.9	12.2	11.2	14.1	24.2	28.9					102.8
3-77	12.0	11.0	11.7	9.0	13.0	25.0	24.0	15.0	16.4	11.5	10.0	12.0	19.6	17.7	8.0				104.8
4-77	11.1	10.9	10.0	9.1	12.4	23.0	21.2	13.0	14.0	9.5	9.5	9.6	13.2	11.1	3.1	-1.2			104.4
1-78	9.0	9.5	9.4	6.0	10.6	20.0	18.1	11.3	12.3	7.1	5.9	6.2	8.2	5.0	-0.9	-3.1	-8.5		102.1
2-78	13.4	13.3	13.4	11.2	15.2	24.5	23.1	17.1	17.6	14.4	14.2	15.9	19.5	19.4	17.2	20.0	33.2	24.0	120.5
3-78	12.9	12.0	12.9	10.0	14.5	23.0	21.6	16.0	16.4	13.1	14.5	17.4	16.9	14.7	16.4	22.1	42.8	5.1	122.0P
4-78	1-74	2-74	3-74	4-74	1-75	2-75	3-75	4-75	1-76	2-76	3-76	4-76	1-77	2-77	3-77	4-77	1-78	2-78	

\* NATIONAL INCOME BASIS  
P- PRELIMINARY

PREPARED BY FEDERAL RESERVE BANK OF ST. LOUIS  
NOVEMBER 21, 1978

## SOURCES OF DATA

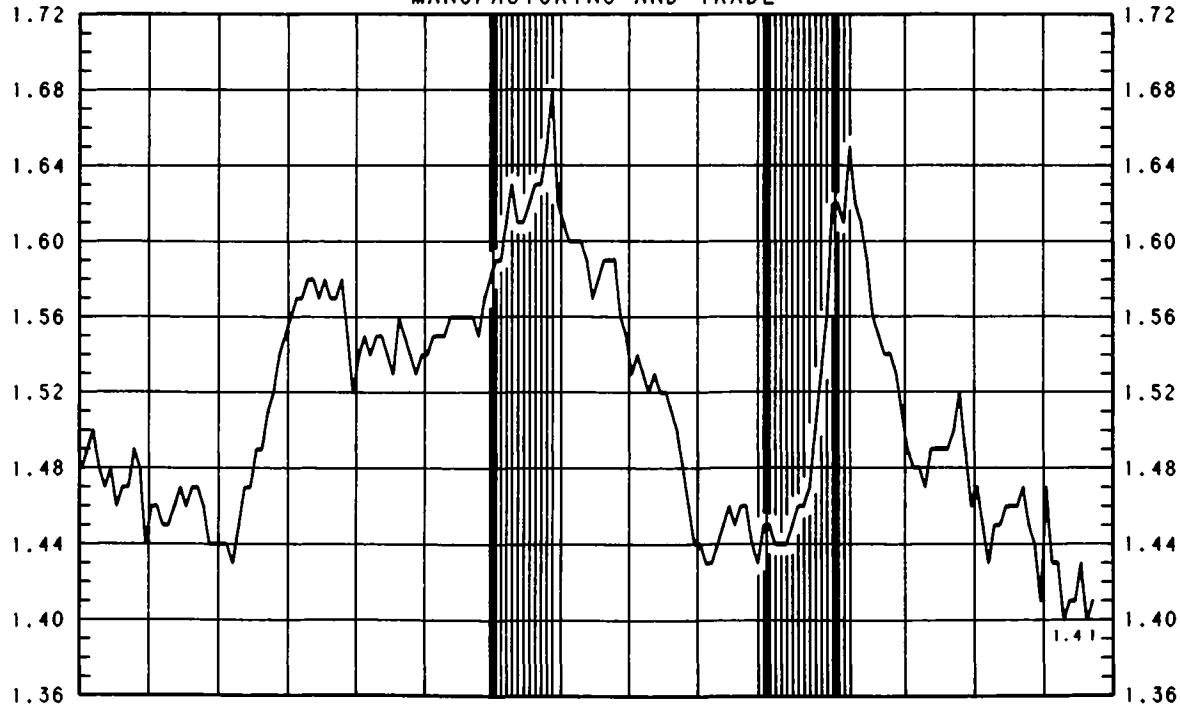
### NATIONAL INCOME AND PRODUCT ACCOUNTS DATA

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Washington, D.C. 20230

- 1929-72: The National Income and Product Accounts of the United States, 1929-74, A Survey of Current Business Supplement.  
 1973: Survey of Current Business, July 1976.  
 1974: Survey of Current Business, July 1977.  
 1975-77: Survey of Current Business, July 1978.

The Survey is available from most district offices of the Department of Commerce or from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

**INVENTORIES COMPARED WITH MONTHLY SALES\***  
MANUFACTURING AND TRADE



\*RATIOS BASED ON SEASONALLY ADJUSTED DATA.

SOURCE: U.S. DEPARTMENT OF COMMERCE

SHADED AREAS REPRESENT PERIODS OF BUSINESS RECESSIONS.

LATEST DATA PLOTTED: SEPTEMBER PRELIMINARY

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