

UNITED STATES DEPARTMENT OF
COMMERCE

Sinclair Weeks, Secretary

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ADVANCE REPORT ON RETAIL TRADE, JULY 1957

Total sales of retail stores in July were \$16.7 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences was 1 percent above June of this year and 7 percent above July a year ago.

The July sales figures are based on the Advance Report on Retail Trade, a monthly survey of the Bureau of the Census conducted in cooperation with a representative cross-section of about 1,700 retail firms which, in total, operate some 35,000 stores in the United States. The firms which are cooperating in the early reporting of sales are part of a larger group which furnishes figures at a later date. The advance estimates are preliminary and subject to revision, but the revision of the total seldom exceeds 1 $\frac{1}{2}$ percent.

The preliminary Census figures are shown in table 1 on the reverse side. The Office of Business Economics noted that after adjustment for seasonal factors and trading day differences, the gains in sales from June to July were mainly concentrated in the nondurables, particularly the general merchandise group.

(more)

Table 1.--SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(NOT ADJUSTED for seasonal factors and trading day differences)

Kind-of-business group	Sales (millions of dollars)		
	1957		July 1956
	July	June	
Retail stores, total ¹	16,705	17,114	15,382
Food group.....	3,980	3,977	3,628
Grocery stores.....	3,527	3,531	3,215
Eating and drinking places.....	1,343	1,289	1,306
General merchandise group.....	1,523	1,680	1,414
Apparel group.....	847	994	768
Furniture and appliance group.....	871	916	846
Lumber, building, hardware, farm equip. group..	1,264	1,310	1,270
Automotive group.....	3,383	3,609	3,065
Gasoline service stations.....	1,362	1,321	1,239
Drug and proprietary stores.....	510	511	464

See footnote below table 2.

Source: Bureau of the Census

Table 2.--SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROUP

(ADJUSTED for seasonal factors and trading day differences)

Kind-of-business group	Percentage change, July 1957 from--		Sales (millions of dollars)				Percentage change, June 1957 from--	
	June 1957	July 1956	1957			1956	May 1957	June 1956
			July	June	May	June		
Retail stores, total ¹	+1	+7	16,903	16,783	16,644	15,852	+1	+6
Durable goods stores, total ¹ ...	-1	+4	5,738	5,806	5,776	5,500	+1	+6
Nondurable goods stores, total ¹	+2	+8	11,165	10,977	10,867	10,352	+1	+6
Food group.....				3,986	3,931	3,623	+1	+10
Eating and drinking places.....				1,245	1,242	1,241	0	0
General merchandise group.....				1,771	1,759	1,730	+1	+2
Apparel group.....				995	990	957	+1	+4
Furniture and appliance group.....				919	862	899	+7	+2
Lumber, building, hardware, farm equipment group....				1,172	1,179	1,172	-1	0
Automotive group.....				3,246	3,265	2,997	-1	+8
Gasoline service stations.....				1,264	1,269	1,163	0	+9
Drug and proprietary stores.....				518	526	480	-2	+8

Source: Office of Business Economics

¹ Totals include data for kinds of business not shown separately.