

**UNITED STATES DEPARTMENT OF
COMMERCE**

Office of the Secretary

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ADVANCE REPORT ON RETAIL TRADE, NOVEMBER 1955

Total sales of retail stores in November were \$15.6 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences, was 1 percent below October of this year and about 8 percent above November a year ago.

The November 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. Therefore, the advance estimates are preliminary and subject to revision.

The preliminary Census figures are shown in table 1 on the reverse side. The Office of Business Economics commented that the decline in total retail sales between October and November after seasonal adjustment, was due to moderate decreases in the major durable goods groups. Sales of nondurable goods stores generally continued at their high October rates.

(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)		
	1955		November 1954
	November	October	
Retail stores, total ¹	15,603	15,824	14,533
Food group.....	3,595	3,705	3,452
Grocery stores.....	3,039	3,146	2,893
Eating and drinking places.....	1,123	1,204	1,067
General merchandise group.....	1,964	1,807	1,822
Department stores ²	1,092	993	1,025
Apparel group.....	1,002	974	920
Furniture and appliance group.....	912	910	836
Lumber, building, hardware group ³	1,149	1,281	1,089
Automotive group.....	2,899	2,964	2,479
Gasoline service stations.....	1,045	1,083	994
Drug and proprietary stores.....	424	437	398

See footnotes 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	Sales (millions of dollars)			Percent change, October 1955 from--	
	1955		October 1954	September 1955	October 1954
	October	September			
Retail stores, total ¹	15,777	15,840	14,071	0	+12
Durable goods stores, total ¹	5,764	5,840	4,689	-1	+23
Nondurable goods stores, total ¹ ...	10,013	10,000	9,382	0	+7
Food group.....	3,686	3,696	3,522	0	+5
Eating and drinking places.....	1,159	1,167	1,085	-1	+7
General merchandise group.....	1,693	1,711	1,565	-1	+8
Apparel group.....	908	895	812	+1	+12
Furniture and appliance group.....	849	826	752	+3	+13
Lumber, building, hardware group ³ ...	1,206	1,204	1,106	0	+9
Automotive group.....	3,280	3,384	2,485	-3	+32
Gasoline service stations.....	1,042	1,033	982	+1	+6
Drug and proprietary stores.....	447	449	407	0	+10

Source: Office of Business Economics

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

² Based on preliminary estimates supplied by Federal Reserve Board.

³ Includes farm equipment dealers.