

UNITED STATES DEPARTMENT OF  
**COMMERCE**

Sinclair Weeks, Secretary

Washington 25, D. C.

Office of the Secretary

For immediate release  
September 11, 1957

G-835

ADVANCE REPORT ON RETAIL TRADE, AUGUST 1957

Total sales of retail stores in August were \$17.7 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 July of this year and 7 percent above August a year ago.

The August 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 advances in retail sales in August were concentrated primarily in the nondurable goods groups as was the case in July.

(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		August 1956
	August	July	
Retail stores, total <sup>1</sup> .....	17,691	16,865	16,187
Food group.....	4,428	4,029	3,840
Grocery stores.....	3,932	3,573	3,400
Eating and drinking places.....	1,391	1,384	1,334
General merchandise group.....	1,823	1,540	1,663
Apparel group.....	925	846	863
Furniture and appliance group.....	894	873	900
Lumber, building, hardware, farm equip. group..	1,360	1,353	1,302
Automotive group.....	3,391	3,418	3,110
Gasoline service stations.....	1,376	1,383	1,253
Drug and proprietary stores.....	516	513	475

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, Aug. 1957 from--		Sales (millions of dollars)				Percentage change, July 1957 from--	
	July 1957	Aug. 1956	1957			1956	June 1957	July 1956
			Aug.	July	June	July		
Retail stores, total <sup>1</sup> .....	+1	+7	17,249	17,033	16,783	15,871	+1	+7
Durable goods stores, total <sup>1</sup> ...	0	+6	5,862	5,850	5,806	5,514	+1	+6
Nondurable goods stores, total <sup>1</sup>	+2	+8	11,387	11,184	10,977	10,357	+2	+8
Food group.....				4,027	3,986	3,694	+1	+9
Eating and drinking places.....				1,257	1,245	1,191	+1	+6
General merchandise group.....				1,861	1,771	1,763	+5	+6
Apparel group.....				1,026	995	956	+3	+7
Furniture and appliance group.....				887	919	899	-3	-1
Lumber, building, hardware, farm equipment group....				1,206	1,172	1,191	+3	+1
Automotive group.....				3,304	3,246	2,981	+2	+11
Gasoline service stations.....				1,281	1,264	1,150	+1	+11
Drug and proprietary stores.....				525	518	479	+1	+10

Source: Office of Business Economics

<sup>1</sup> Totals include data for kinds of business not shown separately.