

UNITED STATES DEPARTMENT OF
COMMERCE

Sinclair Weeks, Secretary

Washington 25, D. C.

Office of the Secretary

For immediate release
December 10, 1957

G-862

ADVANCE REPORT ON RETAIL TRADE, NOVEMBER 1957

Total sales of retail stores in November were \$17.2 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences was slightly below October of this year and 3 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. 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 for November 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 both the durable and nondurable goods groups showed minor declines from October to November. Final estimates for October indicate that seasonally adjusted retail sales were 1 percent below September.

(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		November 1956
	November	October	
Retail stores, total ¹	17,203	16,949	16,495
Food group.....	4,282	4,102	3,878
Grocery stores.....	3,807	3,647	3,435
Eating and drinking places.....	1,228	1,262	1,158
General merchandise group.....	2,048	1,838	2,030
Apparel group.....	1,125	1,083	1,095
Furniture and appliance group.....	921	919	1,003
Lumber, building, hardware, farm equip. group..	1,138	1,296	1,103
Automotive group.....	2,969	2,945	2,907
Gasoline service stations.....	1,248	1,287	1,184
Drug and proprietary stores.....	533	559	470

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, Nov. 1957 from--		Sales (millions of dollars)				Percentage change, Oct. 1957 from--	
	Oct. 1957	Nov. 1956	1957			1956	Sept. 1957	Oct. 1956
			Nov.	Oct.	Sept.	Oct.		
Retail stores, total ¹	-1	+3	16,619	16,714	16,919	15,896	-1	+5
Durable goods stores, total ¹ ...	-1	-2	5,548	5,612	5,722	5,490	-2	+2
Nondurable goods stores, total ¹	0	+5	11,071	11,102	11,197	10,406	-1	+6
Food group.....				4,109	4,112	3,761	0	+9
Eating and drinking places.....				1,215	1,235	1,184	-2	+2
General merchandise group.....				1,706	1,803	1,674	-5	+1
Apparel group.....				1,029	1,050	982	-2	+4
Furniture and appliance group.....				838	902	864	-7	-3
Lumber, building, hardware, farm equipment group...				1,154	1,166	1,156	-1	0
Automotive group.....				3,180	3,190	3,035	0	+4
Gasoline service stations.....				1,250	1,255	1,150	0	+8
Drug and proprietary stores.....				571	543	492	+5	+16

Source: Office of Business Economics

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