

# UNITED STATES DEPARTMENT OF COMMERCE

Office of the Secretary

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## ADVANCE REPORT ON RETAIL TRADE, JANUARY 1958

Total sales of retail stores in January were \$15.5 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 December, and about 4 percent above January a year ago.

The January 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 January 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, except for lower sales at general merchandise and drug stores, all other major groups maintained or bettered their December rates. Final estimates for December indicate that seasonally adjusted retail sales were 2 percent above November.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR JANUARY 1958

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)		
	January 1958	1957	
		December	January
Retail stores, total <sup>1</sup> .....	15,515	19,853	14,741
Food group.....	4,195	4,257	3,690
Grocery stores.....	3,712	3,742	3,281
Eating and drinking places.....	1,171	1,247	1,096
General merchandise group.....	1,357	3,095	1,328
Apparel group.....	866	1,790	785
Furniture and appliance group.....	803	1,144	776
Lumber, building, hardware, farm equip. group <sup>2</sup>	849	1,032	830
Automotive group.....	2,786	3,009	2,997
Gasoline service stations.....	1,233	1,286	1,137
Drug and proprietary stores.....	512	690	488

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	Percentage change, Jan. 1958 from--		Sales (millions of dollars)				Percentage change, Dec. 1957 from--	
	Dec. 1957	Jan. 1957	1958 Jan.	1957		1956 Dec.	Nov. 1957	Dec. 1956
				Dec.	Nov.			
Retail stores, total <sup>1</sup> .....	+1	+4	16,973	16,855	16,562	16,340	+2	+3
Durable goods stores, total <sup>1</sup> ..	+1	-2	5,620	5,588	5,606	5,814	0	-4
Nondurable goods stores, total <sup>1</sup>	+1	+7	11,353	11,266	10,956	10,526	+3	+7
Food group.....				4,135	4,028	3,826	+3	+8
Eating and drinking places.....				1,235	1,233	1,194	0	+3
General merchandise group.....				1,801	1,704	1,738	+6	+4
Apparel group.....				1,087	1,007	991	+8	+10
Furniture and appliance group.....				895	870	932	+3	-4
Lumber, building, hardware, farm equipment group <sup>3</sup>				1,135	1,114	1,129	+2	+1
Automotive group.....				3,087	3,159	3,285	-2	-6
Gasoline service stations.....				1,260	1,254	1,164	0	+8
Drug and proprietary stores.....				546	551	497	-1	+10

Source: Office of Business Economic

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

<sup>2</sup> Based on preliminary estimates supplied by Federal Reserve Board.

<sup>3</sup> Includes farm equipment dealers.