

# ADVANCE RETAIL SALES REPORT

U. S. DEPARTMENT OF COMMERCE  
Lewis L. Strauss, Secretary

BUREAU OF THE CENSUS  
Robert W. Burgess, Director

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## ADVANCE REPORT ON RETAIL TRADE, NOVEMBER 1958

Total sales of retail stores in November were \$17.3 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences was about one and one-half percent above October and almost four percent above November 1957.

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 1½ 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, sales advanced in November to exceed the previous high reached in the summer of 1957. The November increase in sales was due mostly to advances in durable goods and more particularly to automotive and furniture and appliance sales. Sales of non-durable-goods stores in November were little changed from their high October rate, as increased food sales offset small declines in most other soft goods lines. Final estimates for October indicate that seasonally adjusted retail sales were about 2 percent above September.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR NOVEMBER 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)		
	1958		1957
	November	October	November
Retail stores, total <sup>1</sup> .....	17,279	17,360	17,133
Durable-goods stores, total <sup>1</sup> .....	5,407	5,379	5,502
Nondurable-goods stores, total <sup>1</sup> .....	11,872	11,981	11,631
Food group.....	4,231	4,344	4,233
Grocery stores.....	3,759	3,875	3,769
Eating and drinking places.....	1,196	1,280	1,205
General merchandise group.....	2,037	1,932	2,009
Department stores.....	<sup>2</sup> 1,207	1,146	( <sup>3</sup> )
Apparel group.....	1,144	1,135	1,140
Furniture and appliance group.....	971	932	962
Lumber, building, hardware, farm equip. group..	1,139	1,381	1,095
Automotive group.....	2,809	2,613	2,977
Gasoline service stations.....	1,360	1,384	1,262
Drug and proprietary stores.....	535	556	532

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, Nov. 1958 from--		Sales (millions of dollars)				Percentage change Oct. 1958 from--	
	Oct. 1958	Nov. 1957	1958			1957	Sept. 1958	Oct. 1957
			Nov.	Oct.	Sept.	Oct.		
Retail stores, total <sup>1</sup> .....	+1.4	+3.7	17,182	16,941	16,562	16,714	+2	+1
Durable-goods stores, total <sup>1</sup> ...	+3.8	-0.5	5,578	5,374	5,095	5,612	+5	-4
Nondurable-goods stores, total <sup>1</sup>	+0.3	+5.9	11,604	11,567	11,468	11,102	+1	+4
Food group.....				4,187	4,169	4,109	0	+2
Eating and drinking places.....				1,244	1,221	1,215	+2	+2
General merchandise group.....				1,805	1,817	1,706	-1	+6
Apparel group.....				1,068	1,042	1,029	+2	+4
Furniture and appliance group.....				871	858	838	+2	+4
Lumber, building, hardware, farm equipment group..				1,228	1,187	1,154	+3	+6
Automotive group.....				2,819	2,600	3,180	+8	-11
Gasoline service stations.....				1,358	1,338	1,250	+1	+9
Drug and proprietary stores.....				568	563	571	+1	-1

Source: Office of Business Economics

<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> Comparable data not available.