

UNITED STATES DEPARTMENT OF
COMMERCE

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ADVANCE REPORT ON RETAIL TRADE, OCTOBER 1957

Total sales of retail stores in October were \$16.8 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences was 2 percent below September of this year and 4 percent above October a year ago.

The October 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 most major lines of trade showed some decline from September to October. Sales of drug stores rose while those of food and automotive stores were maintained at the rate of the previous month.

(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		October 1956
	October	September	
Retail stores, total ¹	16,805	16,373	16,129
Food group.....	4,109	3,937	3,729
Grocery stores.....	3,656	3,482	3,305
Eating and drinking places.....	1,265	1,291	1,227
General merchandise group.....	1,849	1,696	1,807
Apparel group.....	1,081	1,010	1,034
Furniture and appliance group.....	926	852	956
Lumber, building, hardware, farm equip. group..	1,254	1,238	1,290
Automotive group.....	2,930	3,078	2,830
Gasoline service stations.....	1,262	1,262	1,181
Drug and proprietary stores.....	573	515	480

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, Oct. 1957 from--		Sales (millions of dollars)				Percentage change, Sept. 1957 from--	
	Sept. 1957	Oct. 1956	1957			1956	Aug. 1957	Sept. 1956
			Oct.	Sept.	Aug.	Sept.		
Retail stores, total ¹	-2	+4	16,561	16,919	17,030	15,865	-1	+7
Durable goods stores, total ¹ ...	-2	+2	5,622	5,722	5,740	5,356	0	+7
Nondurable goods stores, total ¹	-2	+5	10,939	11,197	11,290	10,508	-1	+7
Food group.....				4,112	4,057	3,764	+1	+9
Eating and drinking places.....				1,235	1,278	1,178	-3	+5
General merchandise group.....				1,803	1,861	1,773	-3	+2
Apparel group.....				1,050	1,092	977	-4	+7
Furniture and appliance group.....				902	897	908	+1	-1
Lumber, building, hardware, farm equipment group....				1,165	1,144	1,205	+2	-3
Automotive group.....				3,190	3,245	2,780	-2	+15
Gasoline service stations.....				1,255	1,272	1,165	-1	+8
Drug and proprietary stores.....				543	534	492	+2	+10

Source: Office of Business Economics

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