

ADVANCE RETAIL SALES REPORT

U. S. DEPARTMENT OF COMMERCE
Sinclair Weeks, Secretary

BUREAU OF THE CENSUS
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ADVANCE REPORT ON RETAIL TRADE, FEBRUARY 1958

Total sales of retail stores in February were \$13.9 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences was 3 percent below January, and 1 percent below February a year ago.

The February 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 February 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 of the reduced sales in February were attributable to durable goods stores where lower sales were widespread among the major trades.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR FEBRUARY 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
	February	January	February
Retail stores, total ¹	13,889	15,286	14,058
Food group.....	3,755	4,126	3,480
Grocery stores.....	3,325	3,662	3,086
Eating and drinking places.....	1,010	1,133	1,055
General merchandise group.....	1,246	1,377	1,276
Department stores	2,687	781	(3)
Apparel group.....	684	854	694
Furniture and appliance group.....	684	777	754
Lumber, building, hardware, farm equip. group.	759	851	836
Automotive group.....	2,549	2,810	2,948
Gasoline service stations.....	1,136	1,209	1,067
Drug and proprietary stores.....	513	538	467

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, Feb. 1958 from--		Sales (millions of dollars)				Percentage change, Jan. 1958 from--	
	Jan. 1958	Feb. 1957	1958		1957		Dec. 1957	Jan. 1957
			Feb.	Jan.	Dec.	Jan.		
Retail stores, total ¹	-3	-1	16,209	16,718	16,855	16,295	-1	+3
Durable goods stores, total ¹ ...	-7	-10	5,148	5,538	5,588	5,706	-1	-3
Nondurable goods stores, total ¹	-1	+4	11,061	11,180	11,266	10,588	-1	+6
Food group.....				4,116	4,135	3,825	0	+8
Eating and drinking places.....				1,236	1,235	1,182	0	+5
General merchandise group.....				1,772	1,801	1,722	-2	+3
Apparel group.....				1,059	1,087	980	-3	+8
Furniture and appliance group.....				869	895	856	-3	+2
Lumber, building, hardware, farm equipment group...				1,134	1,135	1,096	0	+3
Automotive group.....				3,094	3,087	3,324	0	-7
Gasoline service stations.....				1,290	1,260	1,213	+2	+6
Drug and proprietary stores.....				539	546	484	-1	+11

Source: Office of Business Economics

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

² Based on preliminary estimates supplied by Federal Reserve Board.

³ Comparable data not available.