

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, JULY 1958

Total sales of retail stores in July were \$16.4 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences was virtually unchanged from June and almost 3 percent below July 1957.

The July 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 July 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 of both the durable and nondurable goods groups were little changed from June to July. Department and apparel stores sales increased somewhat. Final estimates for June indicate that seasonally adjusted retail sales were unchanged from May.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR JULY 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
	July	June	July
Retail stores, total ¹	16,434	16,603	16,864
Durable-goods stores, total ¹	5,363	5,590	6,049
Nondurable-goods stores, total ¹	11,071	11,013	10,815
Food group.....	4,231	4,104	4,029
Grocery stores.....	3,762	3,621	3,573
Eating and drinking places.....	1,315	1,283	1,384
General merchandise group.....	1,570	1,651	1,540
Department stores.....	2,899	961	(³)
Apparel group.....	880	963	855
Furniture and appliance group.....	825	847	863
Lumber, building, hardware, farm equip. group..	1,244	1,280	1,353
Automotive group.....	2,891	3,047	3,418
Gasoline service stations.....	1,407	1,331	1,383
Drug and proprietary stores.....	516	520	513

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, July 1958 from--		Sales (millions of dollars)				Percentage change, June 1958 from--	
	June 1958	July 1957	1958			1957	May 1958	June 1957
			July	June	May	June		
Retail stores, total ¹	0.0	-2.7	16,573	16,581	16,562	16,783	0	-1
Durable-goods stores, total ¹ ...	0.0	-11.8	5,150	5,149	5,235	5,806	-2	-11
Nondurable-goods stores, total ¹	-0.1	+2.0	11,423	11,432	11,327	10,977	+1	+4
Food group.....				4,272	4,159	3,986	+3	+7
Eating and drinking places.....				1,228	1,248	1,245	-2	-1
General merchandise group.....				1,787	1,798	1,771	-1	+1
Apparel group.....				1,012	1,013	995	0	+2
Furniture and appliance group.....				843	840	919	0	-8
Lumber, building, hardware, farm equipment group..				1,138	1,154	1,172	-1	-3
Automotive group.....				2,737	2,812	3,246	-3	-16
Gasoline service stations.....				1,273	1,297	1,264	-2	+1
Drug and proprietary stores.....				533	539	518	-1	+3

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.