

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, OCTOBER 1958

Total sales of retail stores in October were \$17.4 billion, the U. S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences was 2 percent above September and about 1 percent above October 1957.

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 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 October 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, with the exception of general merchandise and furniture and appliance stores which showed little change from September to October, all the other major groups contributed to the increase in sales.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR OCTOBER 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
	October	September	October
Retail stores, total ¹	17,362	16,326	16,949
Durable-goods stores, total ¹	5,357	5,080	5,594
Nondurable-goods stores, total ¹	12,005	11,246	11,355
Food group.....	4,367	4,068	4,102
Grocery stores.....	3,867	3,594	3,647
Eating and drinking places.....	1,303	1,276	1,262
General merchandise group.....	1,941	1,781	1,838
Department stores.....	² 1,155	1,049	(³)
Apparel group.....	1,132	1,042	1,083
Furniture and appliance group.....	910	850	919
Lumber, building, hardware, farm equip. group..	1,416	1,326	1,296
Automotive group.....	2,562	2,447	2,945
Gasoline service stations.....	1,380	1,346	1,287
Drug and proprietary stores.....	560	538	559

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, Oct. 1958 from--		Sales (millions of dollars)				Percentage change Sept. 1958 from--	
	Sept. 1958	Oct. 1957	1958			1957	Aug. 1958	Sept. 1957
			Oct.	Sept.	Aug.	Sept.		
Retail stores, total ¹	+2.1	+1.2	16,912	16,562	16,859	16,919	-2	-2
Durable-goods stores, total ¹ ...	+4.5	-5.2	5,322	5,095	5,214	5,722	-2	-11
Nondurable-goods stores, total ¹	+1.1	+4.4	11,590	11,468	11,645	11,197	-2	+2
Food group.....				4,169	4,152	4,112	0	+1
Eating and drinking places.....				1,221	1,255	1,235	-3	-1
General merchandise group.....				1,817	1,918	1,803	-5	+1
Apparel group.....				1,042	1,094	1,050	-5	-1
Furniture and appliance group.....				858	891	902	-4	-5
Lumber, building, hardware, farm equipment group....				1,187	1,179	1,166	+1	+2
Automotive group.....				2,600	2,703	3,190	-4	-18
Gasoline service stations.....				1,338	1,340	1,255	0	+7
Drug and proprietary stores.....				563	551	543	+2	+4

Source: Office of Business Econom

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.