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ADVANCE REPORT ON RETAIL TRADE, JULY 1955

Total sales of retail stores in July were \$15.5 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 June of this year and 9 percent over July a year ago.

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 1,800 retail firms which, in total, operate some 37,000 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. Therefore, the advance estimates are preliminary and subject to revision.

The preliminary Census figures are shown in table 1 on the reverse side. The Office of Business Economics noted that, after allowance for seasonal variations, retail sales in July tended upward in most major trades, with the most appreciable gains registered by general merchandise, furniture and appliance, and apparel stores.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR JULY 1955

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)		
	1955		July 1954
	July	June	
Retail stores, total ¹	15,530	15,734	14,392
Food group.....	3,781	3,591	3,689
Grocery stores.....	3,209	3,025	3,121
Eating and drinking places.....	1,293	1,169	1,221
General merchandise group.....	1,407	1,565	1,335
Department stores ²	741	852	698
Apparel group.....	763	868	722
Furniture and appliance group.....	804	847	732
Lumber, building, hardware group ³	1,280	1,343	1,200
Automotive group.....	3,302	3,535	2,747
Gasoline service stations.....	1,119	1,066	1,052
Drug and proprietary stores.....	431	425	407

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	Sales (millions of dollars)			Percent change, June 1955 from--	
	1955		June 1954	May 1955	June 1954
	June	May			
Retail stores, total ¹	15,345	15,368	14,439	0	+6
Durable goods stores, total ¹	5,570	5,507	5,024	+1	+11
Nondurable goods stores, total ¹ ..	9,775	9,860	9,415	-1	+4
Food group.....	3,635	3,636	3,434	0	+6
Eating and drinking places.....	1,140	1,126	1,128	+1	+11
General merchandise group.....	1,630	1,676	1,581	-3	+3
Apparel group.....	878	905	885	-3	-1
Furniture and appliance group.....	823	826	740	0	+11
Lumber, building, hardware group ³ ..	1,174	1,178	1,074	0	+9
Automotive group.....	3,171	3,108	2,826	+2	+12
Gasoline service stations.....	1,030	1,026	956	0	+8
Drug and proprietary stores.....	431	428	412	+1	+5

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 Includes farm equipment dealers.