

UNITED STATES DEPARTMENT OF
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ADVANCE REPORT ON RETAIL TRADE, APRIL 1958

Total sales of retail stores in April were \$16.1 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 March and virtually unchanged from April a year ago.

The April 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 April are shown in table 1 on the reverse side. The Office of Business Economics pointed out that after adjustment for seasonal factors and trading day differences, total sales at both durable and nondurable goods stores increased from March to April, with most major components sharing in the rise.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR APRIL 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
	April	March	April
Retail stores, total ¹	16,141	15,562	16,442
Food group.....	4,071	4,103	3,770
Grocery stores.....	3,621	3,636	3,345
Eating and drinking places.....	1,109	1,124	1,153
General merchandise group.....	1,673	1,553	1,705
Department stores.....	2,985	905	(³)
Apparel group.....	1,074	958	1,131
Furniture and appliance group.....	771	777	809
Lumber, building, hardware, farm equip. group..	1,148	936	1,165
Automotive group.....	2,933	2,788	3,391
Gasoline service stations.....	1,246	1,214	1,216
Drug and proprietary stores.....	516	534	502

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, Apr. 1958 from--		Sales (millions of dollars)				Percentage change, Mar. 1958 from--	
	Mar. 1958	Apr. 1957	1958			1957	Feb. 1958	Mar. 1957
			Apr.	Mar.	Feb.	Mar.		
Retail stores, total ¹	+1.9	-0.4	16,379	16,080	16,089	16,298	0	-1
Durable goods stores, total ¹	+2.4	-8.6	5,144	5,025	5,055	5,685	-1	-12
Nondurable goods stores, total ¹ ..	+1.6	+4.0	11,235	11,055	11,033	10,613	0	+4
Food group.....				4,162	4,167	3,817	0	+9
Eating and drinking places.....				1,199	1,186	1,216	+1	-1
General merchandise group.....				1,729	1,640	1,741	+5	-1
Apparel group.....				988	1,004	956	-2	+3
Furniture and appliance group.....				874	852	905	+3	-3
Lumber, building, hardware, farm equipment group.....				1,048	1,030	1,136	+2	-8
Automotive group.....				2,665	2,741	3,165	-3	-16
Gasoline service stations.....				1,267	1,282	1,246	-1	+2
Drug and proprietary stores.....				540	540	511	0	+6

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.