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WHOLESALE TRADE

JULY 1956

Estimated wholesale sales during July 1956 increased 16.8 per cent over sales for the same month last year. The \$660,626,000 total for the month brought the year-to-date sales to an estimated \$2,137,578,000 which was also a gain of 16.8 per cent over the first seven months of 1955. These sales cover "wholesalers proper" and do not include the business transactions of manufacturers' sales branches or agents and brokers. They are not adjusted for price changes, seasonal variations or number of business days in the respective months.

All of the eighteen trade classifications reported increased sales this July with significant gains in newsprint and paper (34.6 per cent), industrial and transportation equipment and supplies (32.2 per cent) and farm machinery (23.2 per cent). The same trades were highest in percentage gain in sales for the first seven months of the year.

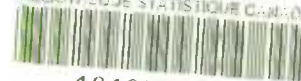
Revisions to certain reporting in the automotive parts and "all other" categories have necessitated corrections from March 1956 through June. They are included in the January-July sales shown in this report.

Further detail on the sales of the various trade groups will be found on the reverse side of this page.

Prepared in Merchandising and Services Section

Industry and Merchandising Division

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WHOLESALE TRADE

July, 1956.

Preliminary Estimates of Wholesale Sales and Percentage Changes
 from corresponding period one year previous.
 (in thousands of dollars)

Kind of Business	July 1955	July 1956	% Change July 1956	Jan. - July 1955	Jan. - July 1956	% Change Jan. - July 1956
TOTAL, ALL TRADES	565,377	660,626	+ 16.8	1,829,628	2,137,578 (1)	+ 16.8
Fresh Fruits and Vegetables	21,874	24,501	+ 12.0	32,785	35,939	+ 9.6
Groceries and Food Specialties	95,085	106,153	+ 11.6	147,856	163,253	+ 10.4
Meat and Dairy Products	15,916	16,758	+ 5.3	23,290	24,094	+ 3.4
Clothing and Furnishings	4,882	4,996	+ 2.3	8,709	9,052	+ 3.9
Footwear	1,735	1,736	+ 0.1	2,951	2,995	+ 1.5
Other Textile and Clothing Accessories	11,343	12,451	+ 9.8	19,499	21,494	+ 10.2
Drugs and Drug Sundries	12,495	13,677	+ 9.5	20,432	22,259	+ 8.9
Household Electrical Appliances	11,177	11,794	+ 5.5	17,970	19,165	+ 6.6
Farm Machinery	7,242	8,921	+ 23.2	10,060	12,527	+ 24.5
Coal and Coke	13,608	14,284	+ 5.0	21,752	23,522	+ 8.1
Hardware	22,958	26,771	+ 16.6	35,374	41,029	+ 16.0
Construction Materials and Supplies, including Lumber	67,537	72,281	+ 7.0	95,003	105,422	+ 11.0
Industrial and Transportation Equipment and Supplies	49,794	65,837	+ 32.2	75,725	104,670	+ 38.2
Commercial, Institutional and Service Equipment and Supplies	7,607	8,709	+ 14.5	12,482	14,263	+ 14.3
Automotive Parts and Accessories	30,053	34,360	+ 14.3	192,281	214,373 (1)	+ 11.5
Newsprint, Paper and Paper Products .	18,315	24,647	+ 34.6	31,001	38,584	+ 24.5
Tobacco, Confectionery and Soft Drinks	43,849	46,702	+ 6.5	68,005	73,523	+ 8.1
All other	129,907	166,048	+ 27.8	1,014,453	1,235,508 (1)	+ 21.8

(1) Revised.