

# UNITED STATES DEPARTMENT OF COMMERCE

SINCLAIR WEEKS, SECRETARY

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## OCTOBER RETAIL SALES SLIGHTLY ABOVE YEAR AGO LEVEL

Retail sales in October were virtually unchanged (up 1 percent) compared with October 1952 and up 6 percent from September of this year, it was announced today by Director Robert W. Burgess of the Bureau of the Census, Department of Commerce. The October preliminary report indicates that for the year to date, sales in 1953 were 5 percent above the same period in 1952. These trends are indicated in the first of a series of preliminary Retail Sales Reports to be issued by the Census Bureau approximately 10 days after the close of each month. Detailed data for September 1953 also were issued today in the regular Monthly Retail Trade Report.

The preliminary retail sales trend report is being inaugurated, Director Burgess said, in conformity with the recently announced program of the Department of Commerce providing for publication of business information as quickly as possible. The preliminary report will be based on a special nationwide panel of retail stores furnishing early returns in the interest of a more timely report on trade trends. The preliminary figures have not been adjusted for seasonal variation, price changes, or number of trading days.

The following table presents the percentage changes in sales of retail stores in the United States, by major kind-of-business groups.

PERCENTAGE CHANGE IN SALES OF RETAIL STORES IN THE UNITED STATES BY  
MAJOR KIND-OF-BUSINESS GROUPS, OCTOBER 1953 (Preliminary)

Kind-of-business group	Percentage change in sales		
	10 mo. 1953 from 10 mo. 1952	October 1953 from October 1952	October 1953 from September 1953
United States, total.....	+5	+1	+6
Food group.....	+4	+6	+8
Grocery stores.....	+5	+8	+8
Eating and drinking places.....	+3	+4	+2
General merchandise group.....	+3	-1	+14
Department stores.....	+2	-2	+14
Apparel group.....	-1	-12	+8
Furniture and appliance group.....	+4	-2	+5
Lumber, building, hardware group.....	0	+3	+5
Automotive group.....	+20	+3	+1
Gasoline service stations.....	+6	+2	+2
Drug and proprietary stores.....	+2	-2	+3