

# UNITED STATES DEPARTMENT OF **COMMERCE**

SINCLAIR WEEKS, SECRETARY

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## ADVANCE REPORT ON RETAIL TRADE, JANUARY 1954

Total sales of retail stores in January were \$12.5 billion, the U. S. Department of Commerce announced today. January 1954 sales, adjusted for seasonal factors and trading day differences, were about 3 percent below January a year ago and 1 percent below December 1953.

The January sales figures are based on the Advance Report on Retail Trade, a monthly Bureau of the Census survey conducted in cooperation with a representative cross-section of about 1,400 retail firms which, in total, operate some 35,000 stores in the United States.

Unadjusted Census figures are shown in table 1; these figures, adjusted by the Office of Business Economics for seasonal factors and trading day differences, are shown in table 2.

Although sales on a seasonally adjusted basis were down somewhat from December to January, varied movements were shown for individual kinds of business. Among the durables, automotive sales were lower. On the other hand, both the furniture and appliance group and the lumber, building, hardware group advanced. In the nondurable categories, seasonally adjusted declines occurred in apparel, general merchandise, food, and drug stores. These declines were offset to some extent by increases in sales at eating and drinking places, gasoline service stations, and other nondurable goods stores.

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)			
	January 1954 (Advance estimate)	1953		
		January	December <sup>1</sup>	November <sup>2</sup>
Retail stores, total <sup>3</sup> .....	12,463	13,055	16,406	13,954
Food group.....	3,332	3,395	3,603	3,291
Grocery stores.....	2,763	2,756	2,993	2,740
Eating and drinking places.....	1,005	1,008	1,109	1,051
General merchandise group.....	1,217	1,240	2,724	1,753
Department stores <sup>4</sup> .....	646	673	1,443	962
Apparel group.....	605	740	1,315	866
Furniture and appliance group...	649	676	1,002	813
Lumber, building, hardware group <sup>5</sup> ..	824	908	1,035	1,042
Automotive group.....	2,236	2,546	2,322	2,531
Gasoline service stations.....	841	779	897	898
Drug and proprietary stores.....	379	392	513	384

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, Jan. 1954 from--	
	January 1954 (Advance estimate)	1953			Decem- ber 1953	Janu- ary 1953
		Decem- ber <sup>1</sup>	Novem- ber <sup>2</sup>	January		
Retail stores, total <sup>3</sup> .....	13,750	13,916	14,104	14,140	-1	-3
Durable goods stores, total <sup>3</sup> ..	4,640	4,692	5,005	5,000	-1	-7
Nondurable goods stores, total <sup>3</sup>	9,110	9,224	9,099	9,140	-1	0
Food group.....	3,355	3,417	3,375	3,353	-2	0
Eating and drinking places.....	1,085	1,076	1,054	1,087	+1	0
General merchandise group.....	1,555	1,616	1,571	1,543	-4	+1
Apparel group.....	760	835	787	891	-9	-15
Furniture and appliance group...	755	740	754	773	+2	-2
Lumber, building, hardware group <sup>5</sup> ..	1,075	1,041	1,123	1,106	+3	-3
Automotive group.....	2,405	2,556	2,776	2,738	-6	-12
Gasoline service stations.....	925	916	910	850	+1	+9
Drug and proprietary stores.....	400	406	394	414	-1	-3

<sup>1</sup>Preliminary revision.

Source: Office of Business Econom.

<sup>2</sup>Final revision.

<sup>3</sup>Totals include data for kinds of business not shown separately.

<sup>4</sup>Based on preliminary estimate supplied by Federal Reserve Board.

<sup>5</sup>Includes farm equipment dealers.