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ADVANCE REPORT ON RETAIL TRADE, AUGUST 1954

Total sales of retail stores in August were \$13.9 billion, the U. S. Department of Commerce announced today. This 1954 advance figure, after adjustment for seasonal factors and trading day differences, was about 1 percent below July and about 1 percent above August a year ago.

The August 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 and trading day differences changes by major kinds of business were small.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR AUGUST 1954

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)		
	1954		August 1953
	August (advance estimate)	July	
Retail stores, total ¹	13,910	14,392	14,174
Food group.....	3,318	3,689	3,425
Grocery stores.....	2,784	3,121	2,858
Eating and drinking places.....	1,197	1,221	1,188
General merchandise group.....	1,435	1,335	1,460
Department stores ²	768	698	774
Apparel group.....	703	722	699
Furniture and appliance group.....	747	732	785
Lumber, building, hardware group ³	1,168	1,200	1,222
Automotive group.....	2,703	2,747	2,838
Gasoline service stations.....	1,007	1,052	960
Drug and proprietary stores.....	399	407	390

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, July 1954 from--	
	1954		July 1953	June 1954	July 1953
	July	June			
Retail stores, total ¹	14,272	14,439	14,469	-1	-1
Durable goods stores, total ¹	4,911	5,024	5,102	-2	-4
Nondurable goods stores, total ¹	9,361	9,415	9,367	-1	0
Food group.....	3,443	3,434	3,434	0	0
Eating and drinking places.....	1,141	1,128	1,115	+1	+2
General merchandise group.....	1,569	1,581	1,636	-1	-4
Apparel group.....	855	885	900	-3	-5
Furniture and appliance group.....	775	740	768	+5	+1
Lumber, building, hardware group ³	1,114	1,074	1,139	+4	-2
Automotive group.....	2,640	2,826	2,836	-7	-7
Gasoline service stations.....	955	956	874	0	+9
Drug and proprietary stores.....	403	412	393	-2	

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.