

**UNITED STATES DEPARTMENT OF
COMMERCE**

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ADVANCE REPORT ON RETAIL TRADE, NOVEMBER 1954

Total sales of retail stores in November were \$14.6 billion, the U. S. Department of Commerce announced today. This 1954 advance figure, after adjustment for seasonal factors and trading day differences, was 2 percent above October of this year and 2 percent above November a year ago.

The November 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 the major factor in the November rise after seasonal adjustment was the contraseasonal advance in sales of motor-vehicle dealers associated with the introduction of new models. Changes in the other major groups were small.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR NOVEMBER 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		November 1953
	November (advance estimate)	October	
Retail stores, total ¹	14,551	14,667	13,954
Food group.....	3,444	3,661	3,291
Grocery stores.....	2,905	3,100	2,740
Eating and drinking places.....	1,081	1,140	1,051
General merchandise group.....	1,820	1,686	1,753
Department stores ²	1,025	923	962
Apparel group.....	911	911	866
Furniture and appliance group.....	842	813	813
Lumber, building, hardware group ³	1,087	1,178	1,042
Automotive group.....	2,558	2,491	2,531
Gasoline service stations.....	985	1,017	898
Drug and proprietary stores.....	396	406	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, October 1954 from--	
	1954		October 1953	September 1954	October 1953
	October	September			
Retail stores, total ¹	14,071	14,214	14,040	-1	0
Durable goods stores, total ¹	4,689	4,798	5,029	-2	-7
Nondurable goods stores, total ¹ ..	9,382	9,417	9,011	0	+4
Food group.....	3,522	3,570	3,400	-1	+4
Eating and drinking places.....	1,085	1,106	1,070	-2	+1
General merchandise group.....	1,565	1,566	1,528	0	+2
Apparel group.....	812	820	768	-1	+6
Furniture and appliance group.....	752	728	746	+3	+1
Lumber, building, hardware group ³ ..	1,106	1,117	1,086	-1	+2
Automotive group.....	2,485	2,564	2,859	-3	-13
Gasoline service stations.....	982	950	897	+3	+9
Drug and proprietary stores.....	407	410	383	-1	+6

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.