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ADVANCE REPORT ON RETAIL TRADE, OCTOBER 1954

Total sales of retail stores in October 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 1 percent below September but was unchanged from October a year ago.

The October 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 finds that after adjustment for seasonal influences and trading day differences, the major changes from September to October were lowered sales by motor-vehicle dealers and sales gains by department stores and gasoline service stations.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR OCTOBER 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		October 1953
	October (advance estimate)	September	
Retail stores, total ¹	14,623	14,139	14,952
Food group.....	3,699	3,475	3,567
Grocery stores.....	3,081	2,920	2,997
Eating and drinking places.....	1,150	1,156	1,135
General merchandise group.....	1,706	1,543	1,714
Department stores ²	937	852	934
Apparel group.....	910	847	902
Furniture and appliance group.....	801	740	830
Lumber, building, hardware group ³	1,176	1,193	1,213
Automotive group.....	2,419	2,536	2,926
Gasoline service stations.....	1,005	975	914
Drug and proprietary stores.....	408	392	394

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, September 1954 from--	
	1954		September 1953	August 1954	September 1953
	September	August			
Retail stores, total ¹	14,214	14,150	13,982	0	+2
Durable goods stores, total ¹ ...	4,798	4,770	4,865	+1	-1
Nondurable goods stores, total ¹	9,417	9,380	9,117	0	+3
Food group.....	3,570	3,497	3,444	+2	+4
Eating and drinking places.....	1,106	1,107	1,077	0	+3
General merchandise group.....	1,566	1,576	1,548	-1	+1
Apparel group.....	820	823	796	0	+3
Furniture and appliance group....	728	724	712	+1	+2
Lumber, building, hardware group ³	1,117	1,098	1,118	+2	0
Automotive group.....	2,564	2,571	2,667	0	-4
Gasoline service stations.....	950	969	877	-2	+8
Drug and proprietary stores,.....	410	404	387	+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.