

UNITED STATES DEPARTMENT OF
COMMERCE

Office of the Secretary

SINCLAIR WEEKS, SECRETARY

WASHINGTON 25, D. C.

For release
August 10, 1954

G-487

ADVANCE REPORT ON RETAIL TRADE, JULY 1954

Total sales of retail stores in July were \$14.3 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 June and about 2 percent below July a year ago.

The July 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, increases in sales from June to July by general merchandise stores partially offset lower sales by automotive dealers, while changes were minor for the remaining groups.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR JULY 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		July 1953
	July (advance estimate)	June	
Retail stores, total ¹	14,328	14,659	14,383
Food group.....	3,687	3,385	3,478
Grocery stores.....	3,105	2,833	2,897
Eating and drinking places.....	1,217	1,135	1,181
General merchandise group.....	1,377	1,514	1,346
Department stores ²	730	829	708
Apparel group.....	735	852	708
Furniture and appliance group.....	725	758	741
Lumber, building, hardware group ³	1,157	1,234	1,248
Automotive group.....	2,646	3,095	3,068
Gasoline service stations.....	1,064	989	971
Drug and proprietary stores.....	401	406	392

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, June 1954 from--	
	1954		June 1953	May 1954	June 1953
	June	May			
Retail stores, total ¹	14,439	14,044	14,412	+3	0
Durable goods stores, total ¹ ...	5,024	4,730	5,103	+6	-2
Nondurable goods stores, total ¹	9,415	9,313	9,309	+1	+1
Food group.....	3,434	3,434	3,394	0	+1
Eating and drinking places.....	1,128	1,102	1,086	+2	+4
General merchandise group.....	1,581	1,539	1,634	+3	-3
Apparel group.....	885	822	919	+8	-4
Furniture and appliance group.....	740	769	786	-4	-6
Lumber, building, hardware group ³	1,074	1,047	1,126	+3	-5
Automotive group.....	2,826	2,581	2,816	+9	0
Gasoline service stations.....	956	954	868	0	+10
Drug and proprietary stores.....	412	410	402	0	+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.