

# UNITED STATES DEPARTMENT OF **COMMERCE**

Office of the Secretary

SINCLAIR WEEKS, SECRETARY

WASHINGTON 25, D. C.

For release  
October 9, 1954

G-504

## ADVANCE REPORT ON RETAIL TRADE, SEPTEMBER 1954

Total sales of retail stores in September were \$14.0 billion, the U. S. Department of Commerce announced today. This 1954 advance figure, after adjustment for seasonal factors and trading day differences, showed no change from August but was about 1 percent above September a year ago.

The September 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 sales were unchanged from August to September. Changes in the major durable and nondurable goods stores were small.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR SEPTEMBER 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                         |        | September 1953 |
|   | September (advance estimate) | August |                |
| Retail stores, total <sup>1</sup> .....             | 14,047                       | 13,915 | 14,082         |
| Food group.....                                     | 3,426                        | 3,374  | 3,350          |
| Grocery stores.....                                 | 2,888                        | 2,829  | 2,783          |
| Eating and drinking places.....                     | 1,155                        | 1,207  | 1,147          |
| General merchandise group.....                      | 1,548                        | 1,442  | 1,550          |
| Department stores <sup>2</sup> .....                | 865                          | 779    | 843            |
| Apparel group.....                                  | 842                          | 681    | 840            |
| Furniture and appliance group.....                  | 727                          | 730    | 724            |
| Lumber, building, hardware group <sup>3</sup> ..... | 1,206                        | 1,164  | 1,192          |
| Automotive group.....                               | 2,530                        | 2,672  | 2,737          |
| Gasoline service stations.....                      | 956                          | 1,026  | 908            |
| Drug and proprietary stores.....                    | 401                          | 396    | 377            |

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, August 1954 from-- |             |
|--|-----------------------------|--------|-------------|------------------------------------|-------------|
|  | 1954                        |        | August 1953 | July 1954                          | August 1953 |
|  | August                      | July   |             |                                    |             |
| Retail stores, total <sup>1</sup> .....          | 14,170                      | 14,272 | 14,073      | -1                                 | +1          |
| Durable goods stores, total <sup>1</sup> ....    | 4,770                       | 4,911  | 4,914       | -3                                 | -3          |
| Nondurable goods stores, total <sup>1</sup> ..   | 9,401                       | 9,361  | 9,159       | 0                                  | +3          |
| Food group.....                                  | 3,497                       | 3,443  | 3,413       | +2                                 | +2          |
| Eating and drinking places.....                  | 1,107                       | 1,141  | 1,100       | -3                                 | +1          |
| General merchandise group.....                   | 1,596                       | 1,569  | 1,595       | +2                                 | 0           |
| Apparel group.....                               | 823                         | 855    | 812         | -4                                 | +1          |
| Furniture and appliance group.....               | 724                         | 775    | 771         | -7                                 | -6          |
| Lumber, building, hardware group <sup>3</sup> .. | 1,098                       | 1,114  | 1,144       | -1                                 | -4          |
| Automotive group.....                            | 2,571                       | 2,640  | 2,629       | -3                                 | -2          |
| Gasoline service stations.....                   | 969                         | 955    | 880         | +1                                 | +10         |
| Drug and proprietary stores.....                 | 404                         | 403    | 391         | 0                                  | +3          |

Source: Office of Business Economics

<sup>1</sup> Totals include data for kinds of business not shown separately.

<sup>2</sup> Based on preliminary estimates supplied by Federal Reserve Board.

<sup>3</sup> Includes farm equipment dealers.