

UNITED STATES DEPARTMENT OF **COMMERCE**

Office of the Secretary

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ADVANCE REPORT ON RETAIL TRADE, NOVEMBER 1953

Total sales of retail stores in November were almost \$14 billion, approximately the same as the sales volume in November 1952, the U. S. Department of Commerce announced today. However, November 1953 sales, adjusted for trading day differences, were about 2 percent above a year ago.

After adjustments for seasonal factors and trading day differences, November sales rose 2 percent from October.

The November sales figures are based on the Advance Report on Retail Trade, a monthly Bureau of the Census survey conducted in cooperation with a representative cross-section of about 1,400 retail firms which, in total, operate some 35,000 stores in the United States. This report is the second in the new series of advance retail trade reports designed to provide early measures of important current economic trends.

Unadjusted Census figures are shown in table 1; these figures, adjusted by the Office of Business Economics for seasonal factors and trading day differences, are shown in table 2.

Unadjusted retail sales in the first 11 months of 1953 were 5 percent above the corresponding months of 1952. Important differences from the overall retail average are found in the automotive group with an 11-month increase of 20 percent; the apparel group with a 2 percent decrease; and the lumber, building, hardware group with a 1 percent decrease.

Most of the trade groups showed sales increases in November from October on a seasonally adjusted basis. The largest gains, 4 to 6 percent, were registered by furniture and appliance, gasoline service stations, and department stores. The only decline was in the automotive group in which adjusted November sales were down 2 percent from October. In the remaining groups, moderate rises of 3 percent or less were indicated.

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	11 months, 1953		November 1953 (Advance estimate)		
	Sales (Mil. dol.)	Percent change from 1952	Sales (Mil. dol.)	Percent change from--	
				October 1953	November 1952
Retail stores, total ¹	154,320	+5	13,978	-7	0
Food group.....	37,177	+3	3,301	-8	-4
Grocery stores.....	30,559	+4	2,704	-10	-2
Eating and drinking places.....	11,958	+3	1,084	-6	+4
General merchandise group.....	16,251	+2	1,746	+2	-1
Department stores ²	8,911	+2	982	+5	0
Apparel group.....	8,905	-2	875	-3	-13
Furniture and appliance group...	8,062	+2	799	+2	-3
Lumber,building,hardware group ³ ..	12,462	-1	1,007	-16	0
Automotive group.....	31,134	+20	2,589	-13	+12
Gasoline service stations.....	9,648	+6	902	-4	+6
Drug and proprietary stores.....	4,264	+1	379	-3	-2

¹Total includes data for kinds of business not shown separately.

²Preliminary November estimate supplied by Federal Reserve Board.

³Includes farm equipment dealers.

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	November 1953 (Advance estimate)		Sales (Million dollars)	
	Sales (Mil. dol.)	Percent change from Oct. 1953	October 1953 (Preliminary)	September 1953
Retail stores, total ¹	14,270	+2	14,024	13,982
Durable goods stores, total ¹ ..	5,035	+1	5,001	4,865
Nondurable goods stores, total ¹ ..	9,235	+2	9,023	9,117
Food group.....	3,485	+2	3,407	3,444
Eating and drinking places.....	1,090	0	1,088	1,077
General merchandise group.....	1,565	+3	1,526	1,548
Apparel group.....	790	+2	772	796
Furniture and appliance group...	745	+6	701	712
Lumber,building,hardware group ² ..	1,095	+2	1,073	1,118
Automotive group.....	2,840	-2	2,894	2,667
Gasoline service stations.....	940	+4	900	877
Drug and proprietary stores.....	390	+3	379	387

¹Totals include data for kinds of business not shown separately.

²Includes farm equipment dealers.