

UNITED STATES DEPARTMENT OF COMMERCE

Office of the Secretary

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ADVANCE REPORT ON RETAIL TRADE, APRIL 1954

Total sales of retail stores in April were \$14.3 billion, the U. S. Department of Commerce announced today. April 1954 sales, adjusted for seasonal factors and trading day differences, were about 3 percent above March and about the same level as April a year ago.

The April 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 1,800 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 unadjusted preliminary 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.

After seasonal adjustment, all the major trades showed sales increases from March, with total sales for durable and nondurable goods groups each rising about 3 percent.

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR APRIL 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			April 1953
	April (advance estimate)	March ^r	February ^r	
Retail stores, total ¹	14,312	13,450	12,066	14,167
Food group.....	3,383	3,340	3,112	3,395
Grocery stores.....	2,844	2,799	2,607	2,742
Eating and drinking places.....	1,014	1,004	962	1,024
General merchandise group.....	1,534	1,330	1,142	1,479
Department stores ²	825	724	599	829
Apparel group.....	966	715	604	867
Furniture and appliance group.....	699	690	652	676
Lumber, building, hardware group ³ ..	1,139	1,006	868	1,188
Automotive group.....	2,841	2,682	2,254	2,919
Gasoline service stations.....	884	870	801	826
Drug and proprietary stores.....	401	401	394	383

See footnotes below table 2.

Source: Bureau of the Census

Table 2.--SALES OF RETAIL STORES IN THE UNITED STATES, BY KIND-OF-BUSINESS GROU
(ADJUSTED for seasonal factors and trading day differences)

Kind-of-business group	Sales (millions of dollars)			Percent change, April 1954 from--		
	1954			April 1953	March 1954	April 1953
	April (advance estimate)	March ^r	February ^r			
Retail stores, total ¹	14,285	13,813	13,972	14,280	+3	0
Durable good stores, total ¹	4,930	4,770	4,745	5,124	+3	-4
Nondurable goods stores, total ¹ ...	9,355	9,042	9,228	9,156	+3	+2
Food group.....	3,380	3,362	3,396	3,407	+1	-1
Eating and drinking places.....	1,080	1,049	1,099	1,082	+3	0
General merchandise group.....	1,570	1,490	1,528	1,526	+5	+3
Apparel group.....	890	807	878	865	+10	+3
Furniture and appliance group.....	780	758	779	744	+3	+5
Lumber, building, hardware group ³ ..	1,075	1,035	1,091	1,135	+4	-5
Automotive group.....	2,730	2,651	2,502	2,856	+3	-4
Gasoline service stations.....	920	915	916	855	+1	+8
Drug and proprietary stores.....	420	410	416	405	+2	+4

^r Revised.

Source: Office of Business Economi

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

² Based on preliminary estimate supplied by Federal Reserve Board.

³ Includes farm equipment dealers.