

**UNITED STATES DEPARTMENT OF
COMMERCE**

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ADVANCE REPORT ON RETAIL TRADE, JUNE 1954

Total sales of retail stores in June were \$14.5 billion, the U. S. Department of Commerce announced today. This 1954 advance figure, after adjustment for seasonal factors and trading day differences, was about 2 percent above May and about 1 percent below June a year ago.

The June 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 preliminary Census figures are shown in table 1 on the reverse side. The Office of Business Economics finds that after allowance for seasonal influences and trading day differences, appreciable sales gains from May to June were indicated for motor vehicle dealers and apparel and general merchandise stores. Sales changes among other lines of trade were minor. Table 2 presents the seasonal adjustment of the revised May sales figures.

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR JUNE 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			June 1953
	June (advance estimate)	May ^r	April	
Retail stores, total ¹	14,544	14,247	14,324	14,578
Food group.....	3,368	3,447	3,422	3,377
Grocery stores.....	2,820	2,886	2,866	2,781
Eating and drinking places.....	1,111	1,101	1,036	1,093
General merchandise group.....	1,534	1,478	1,567	1,542
Department stores ²	844	819	863	854
Apparel group.....	851	821	949	873
Furniture and appliance group.....	774	740	695	796
Lumber, building, hardware group ³ ..	1,203	1,140	1,091	1,292
Automotive group.....	3,081	2,832	2,841	3,033
Gasoline service stations.....	960	955	903	916
Drug and proprietary stores.....	408	406	398	396

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, May 1954 from	
	1954		May 1953	April 1954	May 1953
	May	April			
Retail stores, total ¹	14,030	14,242	14,424	-1	-3
Durable goods stores, total ¹	4,730	4,882	5,154	-3	-8
Nondurable goods stores, total ¹ ..	9,279	9,360	9,270	-1	0
Food group.....	3,420	3,366	3,367	+2	+2
Eating and drinking places.....	1,102	1,105	1,086	0	+1
General merchandise group.....	1,539	1,606	1,628	-4	-5
Apparel group.....	822	876	915	-6	-10
Furniture and appliance group.....	769	777	778	-1	-1
Lumber, building, hardware group ³ ..	1,049	1,015	1,126	+3	-7
Automotive group.....	2,581	2,728	2,871	-5	-10
Gasoline service stations.....	954	938	854	+2	+12
Drug and proprietary stores.....	410	416	404	-1	+1

^r Revised.

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.