

**UNITED STATES DEPARTMENT OF
COMMERCE**

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ADVANCE REPORT ON RETAIL TRADE, SEPTEMBER 1955

Total sales of retail stores in September were \$15.9 billion, the U.S. Department of Commerce announced today. This advance figure, after adjustment for seasonal factors and trading day differences, was 1 percent above August of this year and 11 percent over 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, sales in most major segments showed continued strength from August to September.

(more)

ADVANCE RETAIL SALES REPORT--PRELIMINARY ESTIMATES FOR SEPTEMBER 1955

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)		
	1955		September 1954
	September	August	
Retail stores, total ¹	15,884	15,622	14,139
Food group.....	3,775	3,617	3,475
Grocery stores.....	3,196	3,055	2,920
Eating and drinking places.....	1,249	1,282	1,156
General merchandise group.....	1,643	1,562	1,543
Department stores ²	891	833	852
Apparel group.....	886	740	847
Furniture and appliance group.....	855	854	740
Lumber, building, hardware group ³	1,313	1,300	1,193
Automotive group.....	3,294	3,435	2,536
Gasoline service stations.....	1,053	1,108	975
Drug and proprietary stores.....	422	432	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, August 1955 from--	
	1955		August 1954	July 1955	August 1954
	August	July			
Retail stores, total ¹	15,662	15,484	14,150	+1	+11
Durable goods stores, total ¹	5,763	5,640	4,770	+2	+21
Nondurable goods stores, total ¹ ..	9,900	9,844	9,380	+1	+6
Food group.....	3,683	3,561	3,497	+3	+5
Eating and drinking places.....	1,165	1,158	1,107	+1	+5
General merchandise group.....	1,671	1,723	1,576	-3	+6
Apparel group.....	892	905	823	-1	+8
Furniture and appliance group.....	827	887	724	-7	+14
Lumber, building, hardware group ³ ..	1,169	1,178	1,098	-1	+6
Automotive group.....	3,363	3,148	2,571	+7	+31
Gasoline service stations.....	1,026	1,034	969	-1	+6
Drug and proprietary stores.....	442	439	404	+1	+9

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.