

Sales in selected departments

APR 15 1953

April 13, 1953.

Department	Percentage change from a year ago					Weekly unadjusted indexes (1941 aver. weekly sales=100)				Monthly unadjusted indexes (1941 average monthly sales = 100)								
	One week ending				4 weeks ending	1953				1953			1952			1951		
	Apr. 4	Mar. 28	Mar. 21	Mar. 14	Apr. 4	Apr. 4	Mar. 28	Mar. 21	Mar. 14	Mar.	Feb.	Jan.	Dec.	April	Mar.	Feb.	Jan.	Dec.
GRAND TOTAL SALES <u>1/2/</u>	+ 3	+ 7	+12	+ 7	+ 7	230	r224	220	201	e207	p164	180	405	204	195	164	181	374
Furniture & bedding	-16	+ 1	+ 6	+ 4	- 1	166	204	205	206	e190	p232	227	210	186	191	230	221	192
Domestic fl. cov'tgs	-17	+ 2	+ 3	- 5	- 4	139	175	177	181	e162	p170	179	189	165	171	176	188	187
Major appliances	- 3	- 1	+ 7	+12	+ 2	162	193	226	200	e225	p179	198	213	167	207	166	193	199
Radio,phonograph,TV <u>1/</u>	-17	-11	- 1	- 3	- 9	225	260	303	286	e286	p270	330	701	216	297	290	354	718
Total of 4 depts. <u>1/</u>	-15	- 1	+ 4	+ 1	- 3	165	201	212	207	e199	p215	221	256	181	200	213	222	246
ALL OTHER SALES <u>1/</u>	+ 5	r+ 8	+13	+ 7	+ 8	238	226	220	200	e208	p159	176	422	207	194	158	177	389

p--Preliminary.

r--Revised.

e--Estimated from weekly sales figures.

1/ Monthly indexes for this category are not released publicly; they are shown here solely to permit comparisons with departmental changes.

2/ Figures are based on the abbreviated sample described in note below and are presented here solely to permit comparisons with departmental changes. For weekly movements of total department store sales, refer to the regular weekly sales report H.8 (based on about 550 stores).

Note:--Total national sample is comprised of some 115 stores (varies slightly among departments) of the approximately 350 stores regularly reporting monthly departmental figures.

Sales in Selected Departments

(Percentage change from corresponding period a year ago)

	Furniture and bedding					Domestic floor coverings					Major household appliances				
	One week ending				4 weeks ending	One week ending				4 weeks ending	One week ending				4 weeks ending
	Apr. 4	Mar. 28	Mar. 21	Mar. 14		Apr. 4	Apr. 4	Mar. 28	Mar. 21		Mar. 14	Apr. 4	Apr. 4	Mar. 28	
United States	-16	+1	+6	+4	-1	-17	+2	+3	-5	-4	-3	-1	+7	+12	+2
Boston	-25	-1	+11	+28	+4	-46	-14	+8	+35	-5	-9	-7	-14	+50	+2
New York	-21	-8	-3	+3	-7	-24	-13	+7	-21	-13	-28	-36	-39	-9	-29
Philadelphia	+2	+4	+3	+7	+4	-33	-21	-6	+8	-12	+9	+16	+10	+6	+10
Cleveland	-31	-9	+27	-5	-4	-10	+17	+18	-8	+4	-6	-9	+6	-11	-5
Richmond	-26	-2	-7	-15	-13	-12	-10	-11	-5	-9	-17	-18	+7	-4	-8
Atlanta	-23	+12	+10	+16	+4	+23	+13	+20	0	+13	+28	+37	+94	-4	+36
Chicago	-7	+8	+1	+2	+1	-5	0	-2	-5	-3	-4	-5	+10	+29	+8
St. Louis	+1	-5	+3	+32	+6	-26	+18	-27	-31	-17	-11	-10	+2	+23	-1
Minneapolis	+5	+21	+46	+7	+21	-11	-22	+12	0	-6	+5	+33	-41	-21	-18
Kansas City	-13	-40	-16	-27	-25	-30	+40	0	+28	+11	-19	0	-24	+80	+3
Dallas	+10	+12	-11	+5	+3	-30	-8	+5	-19	-15	+30	+31	+35	+51	+35
San Francisco	-6	+49	+29	+19	+20	-18	+18	-7	-6	-4	+11	-5	-7	-7	-2

	Radios, phonographs, television, etc.					Total of 4 departments					Grand Total—entire store 2/				
	One week ending				4 weeks ending	One week ending				4 weeks ending	One week ending				4 weeks ending
	Apr. 4	Mar. 28	Mar. 21	Mar. 14		Apr. 4	Apr. 4	Mar. 28	Mar. 21		Mar. 14	Apr. 4	Apr. 4	Mar. 28	
United States	-17	-11	-1	-3	-9	-15	-1	+4	+1	-3	+3	+7	+12	+7	+7
Boston	-21	-35	-21	+8	-18	-23	-10	-3	+31	-2	-3	+3	+21	+10	+7
New York	-35	-50	-27	-40	-39	-24	-16	-7	-9	-14	-5	r-2	+3	+4	0
Philadelphia	-3	-17	+3	-5	-6	-4	-2	+2	+5	+1	-7	+3	+9	+3	+2
Cleveland	-31	-20	-11	-26	-23	-23	-4	+17	-10	-5	+4	+9	+15	+11	+10
Richmond	+4	-8	+2	+7	+1	-19	-7	-5	-9	-10	+2	+5	+12	-1	+4
Atlanta	-40	+30	-11	-13	-10	-12	+20	+20	+3	+8	+9	r+12	+13	+12	+11
Chicago	-7	+4	+16	+17	+8	-6	+3	+4	+7	+2	+6	+11	+11	+3	+8
St. Louis	-20	-19	-31	+3	-19	-11	-3	-10	+8	-5	+1	+12	+19	+12	+11
Minneapolis	-11	+14	-33	0	-13	-1	+10	-11	-4	-3	+17	+14	+28	+9	+17
Kansas City	-25	-20	+29	+157	+25	-20	-14	-8	+26	-4	+2	+5	+22	+13	+10
Dallas	-19	-32	+9	-14	-12	0	+7	+15	+5	+8	+16	+14	+15	+4	+13
San Francisco	+30	+60	+68	+27	+46	+1	+35	+23	+10	+16	+13	r+8	+9	+8	+10

For footnotes, see page 1.