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SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES--UNITED STATES SUMMARY

NOT FOR PUBLICATION

JUL 15 1953

Sales in selected departments

July 13, 1953.
 DATA FILE
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 FEDERAL RESERVE BANK OF CHICAGO

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				
	July 4*	June 27	June 20	June 13		July 4	July 4	June 27	June 20	June 13	June	May	Apr.	Mar.	July	June	May	Apr.
GRAND TOTAL SALES <u>1/2/</u>	+ 1	+ 2	+11	- 7	+ 1	152	180	216	210	e207	p211	202	212	155	196	210	204	195
Furniture & bedding	- 1	+ 4	+ 5	+ 2	+ 1	162	195	215	218	e214	p221	209	199	196	201	220	186	191
Domestic fl. cov'gs.	+ 1	r- 3	+ 3	- 9	- 5	111	r136	157	158	e143	p175	179	169	127	146	188	165	171
Major appliances	- 5	- 9	-11	-10	-10	227	282	259	266	e264	p234	193	226	300	278	262	167	207
Radio,phonograph,TV <u>1/</u>	-33	-20	- 7	-13	-19	175	218	254	249	e219	p216	232	289	247	238	244	216	297
Total of 4 depts. <u>1/</u>	- 8	r- 3	0	- 4	- 4	162	198	213	215	e206	p210	202	206	202	205	222	181	200
ALL OTHER SALES <u>1/</u>	+ 3	+ 3	+13	- 7	+ 2	151	178	216	210	e207	p211	202	213	150	195	209	207	194

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.

In using year ago comparisons allowance should be made for the fact that stores in some cities were closed on Saturday July 5 as well as Friday July 4 last year, and therefore the week this year had one more trading day.

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
	July 4*	June 27	June 20	June 13	July 4	July 4*	June 27	June 20	June 13	July 4	July 4*	June 27	June 20	June 13	July 4
United States	-1	+4	+5	+2	+1	+1	r-3	+3	-9	-5	-5	-9	-11	-10	-10
Boston	+8	+7	+7	-11	+2	+8	-9	-12	-7	-6	-54	-21	-24	-37	-35
New York	+8	r+8	0	+5	+5	+16	r-3	-9	-15	-6	+21	+35	+8	+26	+23
Philadelphia	+26	-4	+8	0	+6	+54	-19	-12	+9	+2	+32	-3	-14	+19	+7
Cleveland	-55	+16	+5	+6	-9	-31	+18	+9	-10	-4	-28	-13	-20	-29	-22
Richmond	+9	-2	-20	-7	-6	-6	-10	+5	-11	-6	-12	-33	-43	-23	-29
Atlanta	+59	-8	+23	+12	+19	+95	+3	-24	-36	-3	+36	-38	-38	-12	-21
Chicago	0	+4	+20	+1	+6	+2	-1	+7	-10	-2	+10	+3	-7	-9	-1
St. Louis	-4	+7	+4	-17	-3	+15	-51	+100	+28	+7	-5	-17	+3	-24	-13
Minneapolis	+30	+46	+13	+45	+31	+12	+71	-13	-20	+9	+32	+10	+7	-9	+8
Kansas City	-22	-19	-4	-10	-13	-37	-27	+5	+5	-14	-28	-24	+47	+57	+11
Dallas	+13	+7	+34	+27	+20	-45	-11	-7	+30	-8	-16	-5	-3	-2	-6
San Francisco	-11	-16	-7	-6	-10	-15	-23	-7	-15	-15	-17	-4	-12	-19	-13
	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
	July 4*	June 27	June 20	June 13	July 4	July 4*	June 27	June 20	June 13	July 4	July 4*	June 27	June 20	June 13	July 4
United States	-33	-20	-7	-13	-19	-8	r-3	0	-4	-4	+1	+2	+11	-7	+1
Boston	-57	-45	-6	-4	-28	-28	-12	-6	-18	-16	+5	+5	+10	-8	+2
New York	+7	r+23	+10	+21	+16	+10	r+10	0	+5	+6	+12	+6	+8	-6	+4
Philadelphia	-11	-11	-9	-25	-14	+27	-6	0	+1	+3	+19	+4	+9	-5	+5
Cleveland	-60	-37	-16	-31	-38	-47	+4	0	-7	-13	-10	+2	+9	-7	-2
Richmond	-40	-26	-13	-24	-25	-6	-15	-21	-13	-14	+7	+2	+2	-11	-1
Atlanta	-2	-27	-26	-34	-22	+42	-20	-15	-9	-4	+19	r-5	+14	-8	+3
Chicago	-24	-17	-3	-6	-13	-1	0	+8	-4	+1	-1	+3	+14	-7	+2
St. Louis	-37	-18	-3	-10	-17	-7	-18	+17	-14	-7	-6	-5	+20	-6	0
Minneapolis	-17	-26	0	+55	-2	+20	+28	+4	+15	+15	+17	+9	+15	-3	+8
Kansas City	-79	-39	-47	-58	-58	-37	-25	+9	+11	-11	-14	-3	+22	-4	0
Dallas	-53	-51	-46	-49	-50	-22	-13	-7	-4	-11	-12	-7	+13	-14	-5
San Francisco	-30	-14	+26	0	-5	-17	-15	-2	-9	-10	-7	r-2	-12	-6	-1

For footnotes, see page 1.