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SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES-UNITED STATES SUMMARY

NOT FOR PUBLICATION

71-122

JUL 15 1953	E				ales in s	selecte	ed depai	rtments				FED	REFEREN EMAL RE Untage for	TA FILL	y 13,	1953.		
BANK OF CHICAG Department	Percer	ntage cha One week	nge from ending	a year a	go 4 weeks ending	<u>(1941</u>	aver, we	justed in eekly sal 1953	Les=100)		(1941	avera 1	ige mó fí .953	they a	Bales A	= 100 19	52	11/02
	July 1	₄* June 2	7 June 2	0 June 13	July 4	July /	4 June 2	27 June 2 216	20 June 13 210	June e207	May p211	Apr. 202	Mar.	155	June 196	May 210	Apr. 204	Mar.
GRAND TOTAL SALES 1/2/	+1	+ 2	+11	- 7	+1	172	100	210	210	6201	perr	202	676		170	210	204	±/)
Furniture & bedding	- 1	+ 4	+ 5	+ 2	+1	162	195	215	218	e214	p221		199	196	201	2 20	186	191
Domestic fl. cov†gs.	+1	r- 3	+ 3	- 9	- 5	111	r136	157	158	e143	p175		169	127	146	188	165	171
Major appliances	- 5	- 9	-11	-10	-10	227	282	259 051	266	e264	p234		226	300	278	262 01-1	167	207
Radio,phonograph,TV1/	-33	-20	- 7	-13	-19	175	218	254	249	e219	p216	232	289	247	238	244	216	297
Total of 4 depts. 1/	- 8	r→ 3	0	- 4	- 4	162	198	213	215	e206	p210	202	206	202	205	222	181	200
ALL OTHER SAIES 1/	+ 3	+ 3	+13	- 7	+ 2	151	178	216	210	e207	p211	202	213	150	195	209	207	194
p—Preliminary.					rRevi	sed.			eEst	imated	from	week	Ly sale	s fig	ures.			

-Pretiminary.

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

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SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES-SUMMARY BY DISTRICTS Sales in Selected Departments

NOT FOR PUBLICATION

*			1-				Jepartmen			N			Dage	0				
					nge from	corresponding period a year ago)						Page 2. Major household appliances						
	Fur	niture an	d beddin	ng		Domestic floor coverings					мајс	4 weeks						
	On	le week en	ding		4 weeks		One w	eek end	ing	ending		One 1	week end	ing	ending			
			-		ending		v 1 Turne 07	I Tumo D	0 June 13	July 4	July 43	* June	27 Line	20 June 13				
	al and a second s	June 27					* June 27		- 9	- 5	- 5	- 9	-11	-10	-10			
United States	- 1	+ 4	+ 5	+ 2	+1+2	+1 + 8	r-3 -9	+ 3 -12	- 7	- 0	-54	-21	-24	-37				
Boston	-it 8	+ 7	+ 7	-11 + 5	+ 2	+ 0 +16	- 9 r- 3	-12 - 9	-15	- 6	+21	+35	+ 8	+26	+23			
York	+ 8	r+ 8	0 + 8	+ >	+ 5	+10 +54	-19	-12	+ 9	+ 2	+32	- 3	-14	+19	+ 7			
ladelphia	+26	- 4	+ 5	+ 6	+0	+94 -31	-19 +18	+ 9	-10	- 4	-28	-13	-20	-29	-22			
Cleveland	-55	+16	+ 5	+ 0	- 7		+10	+ 7	-10	- 4	-20	-1)	-20	-27	-46			
		0	-20	- 7	-6	~ 6	-10	+ 5	-11	- 6	-12	-33	-43	-23	-29			
Richmond	+ 9	- 2 - 8	-20 +23	+12	+19	+95	+ 3	-24	-36	- 3	+36	-38	-45	-12	-21			
Atlanta	+59		+25	+1	+ 6	+ 2	+ J - 1	-24 + 7	-10	-2	+10 +10	+ 3	- 7	- 9	-1			
Chicago	0	+ 4			+0	+ 2 +15	-51	+100	+28	+7	~ 5	-17	+ 3	-24	-13			
St. Louis	- 4	+ 7	+ 4	-17	- >	+1)	-51	+100	+20	+ 1	-)	1	т J	-24	-1-)			
	. 20	+46	+13	+45	+31	+12	+71	-13	-20	+9	+32	+10	+ 7	- 9	+ 8			
Minneapolis	+30	-19	<u>-</u> Ц	-10	-13	- 37	-27	+ 5	+ 5	-14	-28	-24	+47	+57	+11			
Kansas City	-22		- 4 +34	-10 +27	+20	-45	-11	+ J - 7	+30	- 8	-16	- 5	- 3	- 2	- 6			
Dallas	+13	+ 7 -16	+34 - 7	+21	+20 -10	-45 15	-23	- 7	-15	-15	-10 -17	- L	-12	-19	-13			
Care Proposition																		
San Francisco	-11	-10	- (- 0	-10					-1)								
San Francisco		-10 phonograp			etc.		Total of				Gra			e store 2/	/			
San Francisco		phonograp	ohs,tele	vision,	etc. 4 weeks		Total of	4 depar	tments	4 weeks	Gra	nd Tota			/ 4 weeks			
San Francisco	Radios	phonograp One wee	ohs,tele ek endin	vision, g	etc. 4 weeks ending		Fotal of One week	4 depar ending	tments	4 weeks ending	Grai Oi	nd Tota ne week	lentir ending	e store 2/	4 weeks ending			
	Radios, July 4:	phonogram One wee	ohs,tele ek endin June 20	vision, g June 13	etc. 4 weeks ending July 4	July 4	Fotal of One week * June 27	4 depar ending	tments 0 June 13	4 weeks ending July 4	Gran On July 4	nd Tota ne week * June	lentir ending 27 June	e store 2/ 20 June 1	4 weeks ending 3 July 4			
United States	Radios, July 43	phonogram One wee June 27 -20	ohs,tele ek endin June 20 - 7	vision, g June 13 -13	etc. 4 weeks ending July 4 -19	July 4	Fotal of One week * June 27 r- 3	4 depar ending June 2 0	tments 0 June 13 - 4	4 weeks ending July 4 - 4	Grai 01 July 44 + 1	nd Tota ne week * June + 2	lentir ending 27 June +ll	e store 2/ 20 June 1 - 7	/ l4 weeks ending 3 July 4 + 1			
United States Boston	Radios, July 4: -33 -57	phonogram One wee * June 27 -20 -45	ohs,tele ek endin June 20 - 7 - 6	vision, g June 13 -13 - 4	etc. 4 weeks ending July 4 -19 -28	July 4 - 8 -28	Fotal of One week * June 27 r- 3 -12	4 depar ending June 2 0 - 6	tments 0 June 13 - 4 -18	4 weeks ending July 4 - 4 -16	Grai 01 July 4 + 1 + 5	nd Tota ne week * June + 2 + 5	1entir ending 27 June +11 +10	e store 2/ 20 June 1 - 7 - 8	/ 4 weeks ending 3 July 4 + 1 + 2			
United States Boston New York	Radios, July 4: -33 -57 + 7	phonograp One wee June 27 -20 -45 r+23	ohs,tele ek endin June 20 - 7 - 6 +10	vision, g +21	etc. 4 weeks ending July 4 -19 -28 +16	July 4 - 8 -28 +10	Fotal of One week * June 27 r- 3 -12 r+10	4 depar ending June 2 0 - 6 0	tments 0 June 13 - 4 -18 + 5	4 weeks ending July 4 - 4 -16 + 6	Grai 01 July 44 + 1 + 5 +12	nd Tota ne week * June + 2 + 5 + 6	1entir ending 27 June +11 +10 + 8	e store 2/ 20 June 1 - 7 - 8 - 6	/ weeks ending 3 July 4 + 1 + 2 + 4			
United States Boston New York Philadelphia	Radios, July 4: -33 -57 + 7 -11	phonogram One wee ↓ June 27 -20 -45 r+23 -11	bhs,tele ek endin June 20 - 7 - 6 +10 - 9	vision, g June 13 -13 - 4 +21 -25	etc. 4 weeks ending July 4 -19 -28 +16 -14	July 4 - 8 -28 +10 +27	Fotal of One week * June 27 r- 3 -12 r+10 - 6	4 depar ending June 2 0 - 6 0 0	0 June 13 - 4 -18 + 5 + 1	4 weeks ending July 4 -4 -16 + 6 + 3	Grai 01 July 4 + 1 + 5 +12 +19	nd Tota ne week * June + 2 + 5 + 6 + 4	1entir ending 27 June +11 +10 + 8 + 9	e store 2/ 20 June 1: - 7 - 8 - 6 - 5	/ weeks ending 3 July 4 + 1 + 2 + 4 + 5			
United States Boston New York	Radios, July 4: -33 -57 + 7	phonograp One wee June 27 -20 -45 r+23	ohs,tele ek endin June 20 - 7 - 6 +10	vision, g +21	etc. 4 weeks ending July 4 -19 -28 +16	July 4 - 8 -28 +10	Fotal of One week * June 27 r- 3 -12 r+10	4 depar ending June 2 0 - 6 0	tments 0 June 13 - 4 -18 + 5	4 weeks ending July 4 - 4 -16 + 6	Grai 01 July 44 + 1 + 5 +12	nd Tota ne week * June + 2 + 5 + 6	1entir ending 27 June +11 +10 + 8	e store 2/ 20 June 1 - 7 - 8 - 6	/ weeks ending 3 July 4 + 1 + 2 + 4			
United States Boston New York Philadelphia Cleveland	Radios, July 44 -33 -57 + 7 -11 -60	phonogram One wee June 27 -20 -45 r+23 -11 -37	bhs,tele ek endin June 20 - 7 - 6 +10 - 9 -16	vision, g -13 -4 +21 -25 -31	etc. 4 weeks ending July 4 -19 -28 +16 -14 -38	July 4 - 8 -28 +10 +27 -47	Fotal of One week * June 27 r-3 -12 r+10 - 6 + 4	4 depar ending June 2 0 - 6 0 0 0	0 June 13 - 4 -18 + 5 + 1 - 7	4 weeks ending July 4 -4 -16 + 6 + 3 -13	Grai 01 July 4 + 1 + 5 +12 +19 -10	nd Tota ne week + June + 2 + 5 + 6 + 4 + 2	1entir ending 27 June +11 +10 + 8 + 9 + 9 + 9	e store 2/ 20 June 1 - 7 - 8 - 6 - 5 - 7	/ weeks ending 3 July 4 + 1 + 2 + 4 + 5 - 2			
United States Boston New York Philadelphia Cleveland Richmond	Radios, July 4: -33 -57 + 7 -11 -60 -40	phono gran One wee June 27 -20 -45 r+23 -11 -37 -26	bhs,tele ek endin June 20 - 7 - 6 +10 - 9 -16 -13	vision, g June 13 -13 -4 +21 -25 -31 -24	etc. 4 weeks ending July 4 -19 -28 +16 -14 -38 -25	July 4 - 8 -28 +10 +27 -47 -47 -6	Fotal of One week * June 27 r-3 -12 r+10 - 6 + 4 -15	4 depar ending June 2 0 - 6 0 0 0 0 - 21	0 June 13 - 4 -18 + 5 + 1 -7 -13	4 weeks ending July 4 - 4 -16 + 6 + 3 -13 -14	Grai 01 July 4 + 1 + 5 +12 +19 -10 + 7	nd Tota ne week * June + 2 + 5 + 6 + 4 + 2 + 2 + 2	1entir ending 27 June +11 +10 + 8 + 9 + 9 + 9 + 2	e store 2/ 20 June 1 - 7 - 8 - 6 - 5 - 7 - 11	/4 weeks ending 3 July 4 + 1 + 2 + 4 + 5 - 2 - 1			
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United States Boston New York Philadelphia Cleveland Richmond Atlanta Ciccago	Radios, July 4; -33 -57 + 7 -11 -60 -40 - 2 -24	phonograp One wee ↓ June 27 -20 -45 r+23 -11 -37 -26 -27 -17	bhs,tele bk endin June 20 - 7 - 6 +10 - 9 -16 -13 -26 - 3	vision, g June 13 -13 - 4 +21 -25 -31 -24 -34 -34 - 6	etc. 4 weeks ending July 4 -19 -28 +16 -14 -38 -25 -22 -13	July 4 - 8 -28 +10 +27 -47 -47 -47 -42 -1	Total of One week * June 27 r-3 -12 r+10 - 6 + 4 -15 -20 0	4 depar ending June 2 0 - 6 0 0 0 - 21 -15 + 8	-18 -18 -18 + 5 + 1 -7 -13 -9 - 4	4 weeks ending July 4 -4 -16 + 6 + 3 -13 -14 -14 + 1	Grai 01 July 4 + 1 + 5 +12 +19 -10 + 7 +19 -1	nd Tota ne week * June + 2 + 5 + 6 + 4 + 2 + 2 + 2 r- 5 + 3	1entir ending 27 June +11 +10 + 8 + 9 + 9 + 9 + 2 +14 +14	e store 2/ 20 June 1: - 7 - 8 - 6 - 5 - 7 -11 - 8 - 7	/4 weeks ending 3 July 4 + 1 + 2 + 4 + 5 - 2 - 1 + 3 + 2			
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United States Boston New York Philadelphia Cleveland Richmond Atlanta Cicago Louis	Radios, July 4: -33 -57 + 7 -11 -60 -40 - 2 -24 -37	phonogram One wee June 27 -20 -45 r+23 -11 -37 -26 -27 -17 -18	bhs,tele bk endin June 20 - 7 - 6 +10 - 9 -16 -13 -26 - 3 - 3 - 3	yision, g -13 -13 -14 +21 -25 -31 -24 -34 -34 -6 -10	etc. 4 weeks ending July 4 -19 -28 +16 -14 -38 -25 -22 -13 -17	July 4 - 8 -28 +10 +27 -47 -47 -6 +42 - 1 - 7	Fotal of One week * June 27 r-3 -12 r+10 - 6 + 4 -15 -20 0 -18	4 depar ending June 2 0 - 6 0 0 0 -21 -15 + 8 +17	0 June 13 - 4 -18 + 5 + 1 - 7 -13 - 9 - 4 -14	4 weeks ending July 4 -4 -16 + 6 + 3 -13 -14 - 4 + 1 - 7	Grai 01 July 4 + 1 + 5 +12 +19 -10 + 7 +19 - 1 +19 - 1 - 6	nd Tota ne week + June + 2 + 5 + 6 + 4 + 2 + 2 r- 5 + 3 - 5	1entir ending 27 June +11 +10 + 8 + 9 + 9 + 9 + 2 +14 +14 +14 +20	e store 2/ 20 June 1 - 7 - 8 - 6 - 5 - 7 -11 - 8 - 7 - 6	/ weeks ending 3 July 4 + 1 + 2 + 4 + 5 - 2 - 1 + 3 + 2 0			
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United States Boston New York Philadelphia Cleveland Richmond Atlanta Cocago Louis Minneapolis Kansas City	Radios, July 4; -33 -57 + 7 -11 -60 -40 - 2 -24 -37 -17 -79	phono gran One wee June 27 -20 -45 r+23 -11 -37 -26 -27 -17 -18 -26 -39	bhs,tele bk endin June 20 - 7 - 6 +10 - 9 -16 -13 -26 - 3 - 3 - 3 - 47	vision, g June 13 -13 -14 +21 -25 -31 -24 -34 -24 -34 -10 +55 -58	etc. 4 weeks ending July 4 -19 -28 +16 -14 -38 -25 -22 -13 -17 - 2 -58	July 4 - 8 -28 +10 +27 -47 -47 -47 -47 -47 -47 -47 -47 -47 -4	Total of One week * June 27 r-3 -12 r+10 - 6 + 4 -15 -20 0 -18 +28 -25	<u>4</u> depar ending <u>June 2</u> 0 - 6 0 0 - 21 - 15 + 8 + 17 + 4 + 9	-18 -18 -18 + 5 + 1 -7 -13 -9 -14 -14 +15 +11	4 weeks ending July 4 -4 -16 + 6 + 3 -13 -14 -4 + 1 -7 +15 -11	Grai 01 July 4 + 1 + 5 +12 +19 -10 + 7 +19 - 1 +17 -14	nd Tota ne week * June + 2 + 5 + 6 + 4 + 2 + 2 + 2 r- 5 + 3 - 5 + 9 - 3	1entir ending 27 June +11 +10 + 8 + 9 + 9 + 9 + 2 +14 +14 +14 +20 +15 +22	e store 2/ 20 June 1 - 7 - 8 - 6 - 5 - 7 -11 - 8 - 7 - 6 - 7 - 6 - 3 - 4	/4 weeks ending 3 July 4 + 1 + 2 + 4 + 5 - 2 - 1 + 3 + 2 0 + 8 0			
United States Boston New York Philadelphia Cleveland Richmond Atlanta Cago Louis Minneapolis	Radios, July 4: -33 -57 + 7 -11 -60 -40 - 2 -24 -37 -17	phono gran One wee June 27 -20 -45 r+23 -11 -37 -26 -27 -17 -18 -26	bhs,tele bk endin June 20 -7 -6 +10 -9 -16 -13 -26 -3 -3 0	yision, g June 13 -13 -13 -24 +21 -25 -31 -24 -34 -6 -10 +55	etc. 4 weeks ending July 4 -19 -28 +16 -14 -38 -25 -22 -13 -17 - 2	July 4 - 8 -28 +10 +27 -47 -47 -6 +42 -1 -7 +20	Fotal of One week * June 27 r-3 -12 r+10 - 6 + 4 -15 -20 0 -18 +28	4 depar ending June 2 0 - 6 0 0 - 21 - 15 + 8 + 17 + 4	-13 -14 -13 -13 -13 -9 -14 -14 +15	4 weeks ending July 4 -4 -16 +6 +3 -13 -14 -14 +1 -7 +15	Gran 01 July 4 + 1 + 5 +12 +19 -10 + 7 +19 - 1 - 6 +17	nd Tota ne week * June + 2 + 5 + 6 + 4 + 2 + 2 r - 5 + 3 - 5 + 9	1entir ending 27 June +11 +10 + 8 + 9 + 9 + 9 + 2 +14 +14 +20 +15	e store 2/ 20 June 1: - 7 - 8 - 6 - 5 - 7 -11 - 8 - 7 - 6 - 3	/4 weeks ending 3 July 4 + 1 + 2 + 4 + 5 - 2 - 1 + 3 + 2 0 + 8			

For footnotes, see page 1.

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