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JUL 28 1953 SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES--UNITED STATES SUMMARY

FEDERAL RESERVE BANK OF CHICAGO

Sales in selected departments

DATA FILE NOT FOR PUBLICATION
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 FEDERAL RESERVE BANK OF CHICAGO
 July 27, 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 July 18	1953				1953				1952				
	July 18	July 11	July 4*	June 27		July 18	July 11	July 4*	June 27	June	May	Apr.	Mar.	July	June	May	Apr.	Mar.
GRAND TOTAL SALES <u>1/2/</u>	+ 3	+11	+ 1	+ 2	+ 4	164	178	152	180	p208	210	202	212	155	196	210	204	195
Furniture & bedding	+11	+19	+ 1	+ 4	+ 8	258	232	164	195	p221	217	209	199	196	201	220	186	191
Domestic fl. cov'gs	+ 5	- 1	+ 3	- 3	0	156	145	111	136	p145	173	179	169	127	146	188	165	171
Major appliances	-12	+12	- 6	- 9	- 6	236	265	227	282	p266	228	193	226	300	278	262	167	207
Radio, phonograph, TV <u>1/</u>	-19	- 8	-33	-20	-21	224	229	175	218	p237	212	232	289	247	238	244	216	297
Total of 4 depts. <u>1/</u>	+ 1	+11	- 6	- 3	0	227	217	163	198	p211	208	202	206	202	205	222	181	200
ALL OTHER SALES <u>1/</u>	+ 2	+11	+ 2	+ 3	+ 5	157	174	151	178	p208	210	202	213	150	195	209	207	194

p--Preliminary.

r---Revised.

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 18	July 11	July 4*	June 27	July 18	July 18	July 11	July 4*	June 27	July 18	July 18	July 11	July 4*	June 27	July 18
United States	+11	+19	+1	+4	+8	+5	-1	+3	-3	0	-12	+12	-6	-9	-6
Boston	0	+2	+8	+7	+4	-24	-17	+8	-9	-12	-33	-13	-54	-21	-32
New York	+9	+3	+8	+8	+7	+38	+2	+16	-3	+13	-24	+9	+21	+35	+6
Philadelphia	+5	+43	+26	-4	+14	+12	-5	+54	-19	+6	-20	+49	+32	-3	+10
Cleveland	+13	+71	-42	+16	+14	-8	+10	-24	+18	-1	-6	+15	-33	-13	-10
Richmond	+4	+3	+9	-2	+3	0	+11	-6	-10	0	-36	-9	-12	-33	-24
Atlanta	+24	-21	+59	-8	+6	+14	-31	+95	+3	+6	-17	+10	+36	-38	-9
Chicago	+8	+23	0	+4	+9	+11	+13	+2	-1	+6	-20	+30	+10	+3	+4
St. Louis	+38	+26	-4	+7	+20	-15	-18	+15	-51	-26	-2	+19	-5	-17	-5
Minneapolis	+19	+34	+30	+46	+32	-10	0	+12	+71	+18	+4	+30	+32	+10	+18
Kansas City	0	+21	-22	-19	-4	+5	-12	-37	-27	-17	-2	-19	-28	-24	-19
Dallas	+17	+14	+13	+7	+14	-3	-31	-45	-11	-17	-4	-1	-16	-5	-6
San Francisco	+15	-10	-11	-16	-5	-5	-14	-15	-23	-14	+23	-4	-17	-4	0
	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 18	July 11	July 4*	June 27	July 18	July 18	July 11	July 4*	June 27	July 18	July 18	June 11	July 4*	June 27	July 18
United States	-19	-8	-33	-20	-21	+1	+11	-6	-3	0	+3	+11	+1	+2	+4
Boston	-27	-33	-57	-45	-40	-19	-12	-28	-12	-17	-2	+1	+5	+5	+2
New York	-12	-13	+7	+23	+1	+7	+2	+10	+10	+7	+2	+2	+12	+6	+5
Philadelphia	-26	+4	-11	-11	-12	-2	+32	+27	-6	+10	+6	+14	+19	+4	+10
Cleveland	-7	+25	-60	-37	-23	+4	+44	-39	+4	+3	+6	+26	-10	+2	+6
Richmond	-42	-33	-40	-26	-36	-10	-3	-6	-15	-9	-4	+8	+7	+2	+3
Atlanta	-45	-40	-2	-27	-30	-6	-21	+42	-20	-5	+1	+5	+17	-5	+4
Chicago	-16	+19	-24	-17	-10	-2	+22	-1	0	+5	+2	+17	-1	+3	+5
St. Louis	-39	+19	-37	-18	-21	+10	+17	-7	-18	-1	+1	+11	-6	-5	0
Minneapolis	-43	-48	-17	-26	-36	-3	+11	+20	+28	+13	+2	+4	+17	+9	+8
Kansas City	-23	-35	-79	-39	-43	-5	-7	-37	-25	-18	+5	+13	-14	-3	0
Dallas	-31	-47	-53	-51	-46	-1	-13	-22	-13	-11	+4	0	-12	-7	-3
San Francisco	+5	-22	-30	-14	-16	+11	-12	-17	-15	-8	+3	+2	-7	-2	-1

For footnotes, see page 1.