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FEDERAL RESERVE BANK  
OF CHICAGO

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

LIBRARY

AUG 27 1953

NOT FOR PUBLICATION

August 24, 1953

Sales in selected departments

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				
	Aug. 15	Aug. 8	Aug. 1	July 25	Aug. 15	Aug. 15	Aug. 8	Aug. 1	July 25	July	June	May	Apr.	Aug.	July	June	May	Apr.
GRAND TOTAL SALES <u>1/2/</u>	- 2	+ 1	- 1	+ 5	+ 1	180	r174	161	158	p164	207	210	202	184	155	196	210	204
Furniture & bedding	+ 2	+ 3	+ 1	+ 9	+ 3	281	270	r269	250	p221	216	217	209	251	196	201	220	186
Domestic fl. cov'gs	+ 1	+ 4	- 2	+ 7	+ 1	195	r181	160	157	p134	146	173	179	179	127	146	188	165
Major appliances	- 1	+ 9	0	- 1	- 1	236	229	r249	r245	p294	260	228	193	252	300	278	262	167
Radio, phonograph, TV <u>1/</u>	-16	- 6	0	- 8	-10	269	244	237	r233	p227	216	212	232	281	247	238	244	216
Total of 4 depts. <u>1/</u>	- 1	+ 1	- 1	+ 3	0	252	240	r237	r226	p210	207	208	202	237	202	205	222	181
ALL OTHER SALES <u>1/</u>	- 2	+ 1	- 1	+ 5	+ 1	172	167	r152	r150	p158	207	210	202	178	150	195	209	207

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.

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
	Aug. 15	Aug. 8	Aug. 1	July 25	Aug. 15	Aug. 15	Aug. 8	Aug. 1	July 25	Aug. 15	Aug. 15	Aug. 8	Aug. 1	July 25	Aug. 15
United States	+ 2	+ 3	+ 1	+ 9	+ 3	+ 1	+ 4	- 2	+ 7	+ 1	- 1	+ 9	0	- 1	- 1
Boston	+ 6	+ 2	+12	+19	+ 9	+11	+12	+47	+ 9	+19	-16	+ 8	+13	-32	-10
New York	-14	- 4	+ 2	-10	- 7	+13	+ 9	+ 2	+26	+12	-21	-30	- 7	+13	-11
Philadelphia	+20	+21	+17	+ 7	+16	-13	+42	+ 9	-21	- 1	+ 9	- 8	-29	+ 5	- 6
Cleveland	+11	- 2	-15	+15	+ 2	+20	+ 5	-19	+ 1	+ 1	- 4	+12	+ 2	- 2	+ 2
Richmond	-16	+28	+ 1	+ 6	+ 3	- 8	+14	- 9	+24	+ 2	-20	-14	+ 3	-21	-14
Atlanta	+35	- 8	- 3	+23	+12	0	+ 6	+28	+20	+14	+68	+37	+18	+16	+33
Chicago	+ 5	+10	+ 7	+27	+11	- 2	+ 2	- 1	+ 7	+ 1	-12	+ 7	- 3	- 9	- 5
St. Louis	- 5	-10	-12	+16	- 5	-19	-42	-18	-12	-25	+15	+14	+29	- 3	+13
Minneapolis	+22	- 7	+ 4	+14	+ 8	+ 7	+13	+11	+28	+14	+92	+12	+11	+63	+43
Kansas City	+ 9	-12	+16	- 6	+ 1	-12	0	+19	- 9	- 1	-32	+16	0	+26	+ 1
Dallas	+41	- 1	- 8	+ 6	+ 8	-16	- 6	-29	-22	-18	- 8	-22	- 2	+ 9	- 7
San Francisco	- 4	r+ 4	r- 3	r+ 5	0	-17	-18	-14	+ 5	-12	-20	r-14	-23	-15	-18
	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
	Aug. 15	Aug. 8	Aug. 1	July 25	Aug. 15	Aug. 15	Aug. 8	Aug. 1	July 25	Aug. 15	Aug. 15	Aug. 8	Aug. 1	July 25	Aug. 15
United States	-16	- 6	0	- 8	-10	- 1	+ 1	- 1	+ 3	0	- 2	+ 1	- 1	+ 5	+ 1
Boston	-24	- 4	+32	+18	+ 1	- 3	+ 4	+18	- 1	+ 4	- 9	+ 1	- 2	+11	0
New York	- 8	- 7	- 8	-25	-12	-10	- 4	+ 1	- 6	- 5	- 8	+ 1	- 2	- 1	- 3
Philadelphia	-41	+20	+20	- 3	-13	+ 4	+19	+ 9	+ 1	+ 8	- 5	+11	- 2	+ 5	+ 2
Cleveland	-37	- 2	-14	- 7	-16	+ 5	+ 1	-14	+ 8	0	+ 5	0	+ 2	+ 6	+ 3
Richmond	+52	- 7	-19	-35	- 7	-10	+14	- 3	- 4	- 1	- 5	+ 4	- 8	0	- 2
Atlanta	-26	+ 4	-28	-30	-22	+20	+ 4	+ 2	+12	+10	- 5	+ 4	+ 5	+10	+ 3
Chicago	- 8	- 4	+10	+18	+ 3	- 1	+ 6	+ 4	+13	+ 5	+ 2	0	+ 1	+10	+ 3
St. Louis	-42	-26	+14	-18	-22	-10	-16	- 4	+ 2	- 8	- 4	- 1	- 7	+ 3	- 2
Minneapolis	-12	-31	+44	-26	-15	+31	- 5	+12	+14	+13	+ 4	+ 3	+ 5	+ 6	+ 4
Kansas City	-29	-53	-25	-88	-51	-12	-13	+ 6	-13	- 8	- 2	- 3	- 4	0	- 2
Dallas	+12	-20	-44	-18	-20	+ 7	-14	-14	- 2	- 6	+ 4	- 1	+ 1	+ 3	+ 2
San Francisco	+ 6	+15	r+44	r+39	+24	- 8	- 3	r- 4	+ 6	- 2	- 4	0	r- 4	+ 2	- 2

For footnotes, see page 1.