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FEDERAL RESERVE BANK  
OF CHICAGO

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

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SEP 21 1953  
FEDERAL RESERVE  
BANK OF CHICAGO

NOT FOR PUBLICATION

September 14, 1953

Sales in selected departments

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				
	Sept. 5*	Aug. 29	Aug. 22	Aug. 15		Sept. 5	Aug. 29	Aug. 22	Aug. 15	Aug.	July	June	May	Sept.	Aug.	July	June	May
GRAND TOTAL SALES <u>1/2/</u>	- 5	- 9	- 2	- 2	- 5	190	199	194	180	e180	163	207	210	213	184	155	196	210
Furniture & bedding	+ 7	- 2	- 3	+ 2	0	241	311	277	280	e250	218	216	217	220	251	196	201	220
Domestic fl. cov'gs	-14	+ 1	- 3	+ 1	- 4	168	225	208	194	e178	132	146	173	202	179	127	146	188
Major appliances	+ 6	- 5	-14	- 1	- 5	227	218	218	237	e234	286	260	228	258	252	300	278	262
Radio, phonograph, TV <u>1/</u>	-11	-14	-11	-15	-15	292	308	283	270	e262	211	216	212	392	281	247	238	244
Total of 4 depts. <u>1/</u>	0	- 4	- 6	- 1	- 3	227	275	252	252	e232	208	207	208	240	237	202	205	222
ALL OTHER SALES <u>1/</u>	- 6	-10	- 1	- 2	- 5	186	191	187	172	e174	158	207	210	210	178	150	195	209

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.

\*--Labor day in 1952 fell in the week ending Sept. 6, whereas this year it fell one week later. Therefore, the week ending Sept. 5, 1953 had one more trading day than the corresponding week last year.

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
	Sept. 5	Aug. 29	Aug. 22	Aug. 15	Sept. 5	Sept. 5	Aug. 29	Aug. 22	Aug. 15	Sept. 5	Sept. 5	Aug. 29	Aug. 22	Aug. 15	Sept. 5
United States	+ 7	- 2	- 3	+ 2	0	-14	+ 1	- 3	+ 1	- 4	+ 6	- 5	-14	- 1	- 5
Boston	- 3	- 8	+ 4	+ 6	- 1	-34	+ 8	- 2	+11	- 5	- 8	-25	+ 7	-16	-12
New York	-18	0	-16	-14	-12	-41	- 3	+15	+13	- 7	+ 6	+ 4	-34	-21	-12
Philadelphia	+41	+45	+12	+20	+30	-12	+67	+ 7	-13	+14	+74	+63	+16	+ 9	+40
Cleveland	+35	-13	- 2	+11	+ 4	+ 5	+ 7	- 6	+20	+ 6	- 6	- 4	-25	- 4	-10
Richmond	+18	-13	- 4	-16	- 6	-12	-32	0	- 8	-15	+22	-20	-33	-20	-15
Atlanta	-16	+ 5	-14	+35	+ 1	-38	0	-19	0	-16	-16	+27	-34	+68	+ 4
Chicago	+ 2	- 2	+ 4	+ 5	+ 2	+ 2	- 3	+ 3	- 2	0	0	- 4	- 8	-12	- 6
St. Louis	+ 9	- 2	+ 8	- 5	+ 1	+21	- 9	-13	-19	- 7	+ 4	+30	+25	+15	+19
Minneapolis	+29	- 3	+18	+22	+16	+18	+17	+ 3	+ 7	+12	+80	- 2	+11	+92	+38
Kansas City	+12	-26	+ 2	+ 3	- 4	+12	0	-14	-20	- 6	+28	-48	-31	-27	-25
Dallas	-24	-12	+ 2	+41	0	-48	-40	-26	-16	-33	+ 3	-56	- 6	- 8	-19
San Francisco	+25	-15	-13	- 4	- 4	- 3	-11	-26	-17	-15	-11	-18	-16	-20	-17

	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
	Sept. 5	Aug. 29	Aug. 22	Aug. 15	Sept. 5	Sept. 5	Aug. 29	Aug. 22	Aug. 15	Sept. 5	Sept. 5	Aug. 29	Aug. 22	Aug. 15	Sept. 5
United States	-11	-14	-11	-15	-15	0	- 4	- 6	- 1	- 3	- 5	- 9	- 2	- 2	- 5
Boston	-46	-30	-16	-24	-31	-17	-14	+ 1	- 3	- 9	-21	-11	- 4	- 9	-12
New York	- 1	- 6	- 5	- 8	- 5	-21	- 1	-11	-10	-10	-22	-13	- 6	- 8	-12
Philadelphia	- 4	+37	- 3	-41	- 8	+29	+49	+10	+ 4	+24	-13	+ 7	+ 3	- 5	- 2
Cleveland	-27	-45	-30	-37	-36	+15	-13	- 8	+ 5	- 2	- 2	-12	0	+ 5	- 3
Richmond	- 6	-28	- 5	+52	- 2	+ 9	-20	- 8	-10	- 9	- 7	-18	- 5	- 5	- 9
Atlanta	-39	+ 7	-47	-26	-30	-25	+ 8	-26	+20	- 8	+ 8	+ 1	- 3	- 5	0
Chicago	-18	- 3	+ 3	- 8	- 7	- 2	- 3	+ 1	- 1	- 1	- 6	-10	+ 1	+ 2	- 4
St. Louis	-45	-33	-15	-42	-33	- 3	- 4	+ 2	-10	- 4	- 5	- 9	0	- 4	- 5
Minneapolis	-21	-51	-29	-12	-32	+23	-12	+ 4	+31	+10	+13	- 7	- 2	+ 4	+ 2
Kansas City	- 3	-16	-18	-17	-13	+11	-26	-14	-12	-11	+15	-14	- 1	- 2	- 1
Dallas	-15	-34	- 4	+12	-11	-17	-38	- 7	+ 7	-14	+ 9	- 3	+ 3	+ 4	+ 3
San Francisco	+75	+22	+30	+ 6	+31	+21	- 8	- 9	- 8	- 2	+12	r-11	- 9	- 4	- 3

For footnotes, see page 1.