

CONFIDENTIAL - F. R.

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

NOT FOR PUBLICATION

Sales in selected departments

February 23, 1954

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Department	Percentage change from a year ago					Weekly unadjusted indexes (1947-49 av. wkly. sales=100)				Monthly unadjusted indexes (1947-49 average monthly sales = 100)								
	One week ending				4 wks. ending	1954				1954	1953				1952			
	Feb.13	Feb.6	Jan.30	Jan.23		Feb.13	Feb.6	Jan.30	Jan.23		Jan.	Dec.	Nov.	Oct.	Nov.	Dec.	Nov.	Oct.
	Feb.13	Feb.6	Jan.30	Jan.23	Feb.13	Feb.13	Feb.6	Jan.30	Jan.23	Jan.	Dec.	Nov.	Oct.	Nov.	Dec.	Nov.	Oct.	
GRAND TOTAL SALES <u>1/2/</u>	+ 1	0	0	+ 3	+ 1	90	85	86	86	p 81	186	123	112	77	84	190	121	116
Furniture and bedding	- 5	- 3	- 2	0	- 2	131	140	151	147	p112	103	121	132	121	120	112	122	133
Domestic fl. cov'gs	-13	- 5	- 5	- 4	- 8	92	90	94	97	p 77	81	109	122	80	88	91	113	122
Major appliances	- 2	- 4	+ 5	+ 8	+ 1	63	63	66	74	p 59	57	65	75	59	64	66	68	81
Radio, phonograph, TV	+ 1	+ 3	+ 2	+ 2	+ 1	116	117	117	121	p 99	225	157	141	95	115	244	160	166
Total of 4 depts. <u>1/</u>	- 6	- 3	- 2	+ 1	- 3	104	108	114	116	p 90	103	110	118	94	99	114	112	123
ALL OTHER SALES <u>1/</u>	+ 2	+ 1	+ 1	+ 4	+ 2	88	r 83	82	82	p 80	196	125	111	75	83	199	122	115

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
	Feb. 13	Feb. 6	Jan. 30	Jan. 23		Feb. 13	Feb. 6	Jan. 30	Jan. 23		Feb. 13	Feb. 13	Feb. 6	Jan. 30	
United States	- 5	- 3	- 2	0	- 2	-13	- 5	- 5	- 4	- 8	- 2	- 4	+ 5	+ 8	+ 1
Boston	- 3	-14	-11	- 1	- 7	+ 8	+ 6	-47	-33	-24	- 5	- 8	- 7	-16	- 9
New York	- 6	- 2	+ 8	+ 9	+ 2	- 4	- 7	+13	+ 8	+ 2	+30	- 1	0	- 1	+ 7
Philadelphia	- 1	-12	- 9	+ 5	- 4	-16	-13	+12	+34	- 2	- 8	- 1	+39	+ 6	+ 7
Cleveland	-14	+ 3	+ 3	+ 5	0	-32	+ 3	- 7	-13	-14	-22	-21	+11	+18	- 5
Richmond	-15	+ 1	- 6	- 9	- 7	-16	+13	- 2	+25	+ 4	+ 7	+38	+47	+37	+31
Atlanta	+14	- 1	+13	- 6	+ 3	+ 8	- 8	+17	+33	+14	+23	+51	+21	- 5	+18
Chicago	- 7	- 1	- 5	- 5	- 5	- 5	-10	- 8	-15	- 9	- 3	+ 1	-16	+12	- 1
St. Louis	+ 4	- 1	- 6	- 4	- 2	-14	- 2	- 6	-11	- 8	0	- 9	+12	+77	+16
Minneapolis	-12	+20	+ 6	-18	- 1	-21	+41	- 7	-19	- 6	+52	+18	+48	+40	+39
Kansas City	- 2	-12	-12	-19	-11	-25	- 9	+36	-12	- 4	+23	-19	-17	-42	-15
Dallas	+23	-10	-13	+14	+ 2	0	-15	-48	- 2	-20	-35	-52	-34	-17	-35
San Francisco	+11	-12	-12	- 6	- 6	-22	-24	-12	-15	-18	- 4	-16	+18	- 9	- 3
	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
	Feb. 13	Feb. 6	Jan. 30	Jan. 23		Feb. 13	Feb. 6	Jan. 30	Jan. 23		Feb. 13	Feb. 13	Feb. 6	Jan. 30	
United States	+ 1	+ 3	+ 2	+ 2	+ 1	- 6	- 3	- 2	+ 1	- 3	+ 1	0	0	+ 3	+ 1
Boston	+14	+66	+66	+51	+51	0	+ 1	- 7	- 2	- 3	+ 4	+14	+ 2	+15	+ 9
New York	-17	- 4	- 7	- 5	- 9	- 5	- 3	+ 7	+ 7	+ 1	+ 6	+ 3	+ 3	+14	+ 6
Philadelphia	+ 4	-41	-28	+ 5	-20	- 5	-16	- 5	+ 9	- 5	- 3	- 1	- 4	+ 5	- 1
Cleveland	+16	+37	-17	-18	+ 4	-15	+ 3	- 1	+ 1	- 3	- 5	+ 5	+ 2	+ 1	+ 1
Richmond	+24	+18	+38	+56	+33	- 7	+10	+ 5	+12	+ 5	+ 1	+ 5	+11	+ 3	+ 5
Atlanta	-25	-50	-54	+15	-32	+ 5	- 5	- 1	+ 4	+ 1	- 4	0	- 1	0	- 1
Chicago	+23	-17	+ 8	+ 1	+ 3	- 2	- 5	- 6	- 3	- 4	+ 2	0	- 3	+ 1	0
St. Louis	+13	+40	+83	+45	+45	+ 1	+ 2	+ 6	+12	+ 5	+ 5	- 5	+ 5	+ 6	+ 2
Minneapolis	-45	- 8	-33	-28	-29	- 9	+18	+ 3	- 8	0	+ 1	+ 8	+ 8	- 3	+ 4
Kansas City	-17	+15	+ 4	-47	-17	- 3	- 9	- 3	-32	-12	- 1	+ 3	- 2	- 1	0
Dallas	-54	-54	-12	-38	-40	-18	-35	-25	- 7	-21	- 1	- 6	- 3	- 3	- 4
San Francisco	- 8	+24	- 8	-17	- 2	- 4	- 7	- 8	-11	- 8	- 1	-13	- 4	- 8	- 6

For footnotes, see page 1.