

CONFIDENTIAL - F. R.

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

NOT FOR PUBLICATION

Sales in selected departments

March 1, 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. 20 | Feb. 13 | Feb. 6 | Jan. 30 | Feb. 20 | Feb. 20 | Feb. 13 | Feb. 6 | Jan. 30 | Jan. | Dec. | Nov. | Oct. | Feb. | Jan. | Dec. | Nov. | Oct. |
| GRAND TOTAL SALES <u>1/</u> <u>2/</u> | + 3 | + 1 | 0 | 0 | + 1 | 84 | 90 | 85 | 86 | p 81 | 186 | 123 | 112 | 77 | 84 | 190 | 121 | 116 |
| Furniture & bedding | - 2 | - 5 | - 3 | - 2 | - 3 | 126 | 131 | 140 | 151 | p112 | 103 | 121 | 132 | 121 | 120 | 112 | 122 | 133 |
| Domestic fl. cov'gs | - 9 | -13 | - 5 | - 5 | - 8 | 85 | 92 | 90 | 94 | p 77 | 81 | 109 | 122 | 80 | 88 | 91 | 113 | 122 |
| Major appliances | + 2 | - 2 | - 4 | + 5 | 0 | 63 | 63 | 63 | 66 | p 59 | 57 | 65 | 75 | 59 | 64 | 66 | 68 | 81 |
| Radio, phonograph, TV | - 4 | + 1 | + 3 | + 2 | 0 | 110 | 116 | 117 | 117 | p 99 | 225 | 157 | 141 | 95 | 115 | 244 | 160 | 166 |
| Total of 4 depts. <u>1/</u> | - 3 | - 6 | - 3 | - 2 | - 4 | 100 | 104 | 108 | 114 | p 90 | 103 | 110 | 118 | 94 | 99 | 114 | 112 | 123 |
| ALL OTHER SALES <u>1/</u> | + 4 | + 2 | + 1 | + 1 | + 2 | 82 | 88 | 83 | 82 | p 80 | 196 | 125 | 111 | 75 | 83 | 199 | 122 | 115 |

p--Preliminary.

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.8a (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. 20 | Feb. 13 | Feb. 6 | Jan. 30 | Feb. 20 | Feb. 20 | Feb. 13 | Feb. 6 | Jan. 30 | Feb. 20 | Feb. 20 | Feb. 13 | Feb. 6 | Jan. 30 | Feb. 20 |
| United States | - 2 | - 5 | - 3 | - 2 | - 3 | - 9 | -13 | - 5 | - 5 | - 8 | + 2 | - 2 | - 4 | + 5 | 0 |
| Boston | - 8 | - 3 | -14 | -11 | - 9 | - 9 | + 8 | + 6 | -47 | -18 | -14 | - 5 | - 8 | - 7 | - 8 |
| New York | + 5 | - 6 | - 2 | + 8 | + 1 | - 6 | - 4 | - 7 | +13 | - 1 | - 6 | +30 | - 1 | 0 | + 6 |
| Philadelphia | -20 | - 1 | -12 | - 9 | -10 | -11 | -16 | -13 | +12 | - 9 | -34 | - 8 | - 1 | +39 | - 4 |
| Cleveland | + 6 | -14 | + 3 | + 3 | - 1 | -18 | -32 | + 3 | - 7 | -15 | +18 | -22 | -21 | +11 | - 5 |
| Richmond | - 5 | -15 | + 1 | - 6 | - 6 | + 5 | -16 | +13 | - 2 | 0 | +15 | + 7 | +38 | +47 | +25 |
| Atlanta | -14 | +14 | - 1 | +13 | + 3 | +25 | + 8 | - 8 | +17 | +10 | - 9 | +23 | +51 | +21 | +22 |
| Chicago | - 3 | - 7 | - 1 | - 5 | - 4 | +10 | - 5 | -10 | - 8 | - 3 | + 5 | - 3 | + 1 | -16 | - 3 |
| St. Louis | - 6 | + 4 | - 1 | - 6 | - 3 | -21 | -14 | - 2 | - 6 | -10 | +19 | 0 | - 9 | +12 | + 5 |
| Minneapolis | - 2 | -12 | +20 | + 6 | + 3 | -23 | -21 | +41 | - 7 | - 6 | +30 | +52 | +18 | +48 | +37 |
| Kansas City | - 9 | - 2 | -12 | -12 | - 9 | -31 | -25 | - 9 | +36 | - 9 | -24 | +23 | -19 | -17 | -10 |
| Dallas | - 2 | +23 | -10 | -13 | - 3 | -40 | 0 | -15 | -48 | -31 | - 6 | -35 | -52 | -34 | -34 |
| San Francisco | + 2 | +11 | -12 | -12 | - 5 | -23 | -22 | -24 | -12 | -20 | 0 | - 4 | -16 | +18 | - 1 |
| | 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. 20 | Feb. 13 | Feb. 6 | Jan. 30 | Feb. 20 | Feb. 20 | Feb. 13 | Feb. 6 | Jan. 30 | Feb. 20 | Feb. 20 | Feb. 13 | Feb. 6 | Jan. 30 | Feb. 20 |
| United States | - 4 | + 1 | + 3 | + 2 | 0 | - 3 | - 6 | - 3 | - 2 | - 4 | + 3 | + 1 | 0 | 0 | + 1 |
| Boston | +13 | +14 | +66 | +66 | +42 | - 7 | 0 | + 1 | - 7 | - 4 | + 3 | + 4 | +14 | + 2 | + 6 |
| New York | +18 | -17 | - 4 | - 7 | - 3 | + 4 | - 5 | - 3 | + 7 | 0 | + 3 | + 6 | + 3 | + 3 | + 4 |
| Philadelphia | -17 | + 4 | -41 | -28 | -23 | -19 | - 5 | -16 | - 5 | -11 | - 3 | - 3 | - 1 | - 4 | - 3 |
| Cleveland | -26 | +16 | +37 | -17 | + 2 | - 3 | -15 | + 3 | - 1 | - 4 | + 5 | - 5 | + 5 | + 2 | + 2 |
| Richmond | +32 | +24 | +18 | +38 | +27 | + 3 | - 7 | +10 | + 5 | + 3 | +10 | + 1 | + 5 | +11 | + 7 |
| Atlanta | -24 | -25 | -50 | -54 | -41 | - 8 | + 5 | - 5 | - 1 | - 2 | + 7 | - 4 | 0 | - 1 | + 1 |
| Chicago | + 6 | +23 | -17 | + 8 | + 4 | + 2 | - 2 | - 5 | - 6 | - 3 | + 5 | + 2 | 0 | - 3 | + 1 |
| St. Louis | +24 | +13 | +40 | +83 | +41 | - 2 | + 1 | + 2 | + 6 | + 2 | + 1 | + 5 | - 5 | + 5 | + 1 |
| Minneapolis | -12 | -45 | - 8 | -33 | -25 | - 3 | - 9 | +18 | + 3 | + 2 | +20 | + 1 | + 8 | + 8 | + 9 |
| Kansas City | -43 | -17 | +15 | + 4 | -12 | -24 | - 3 | - 9 | - 3 | -10 | + 2 | - 1 | + 3 | - 2 | + 1 |
| Dallas | -37 | -54 | -54 | -12 | -40 | -17 | -18 | -35 | -25 | -24 | - 5 | - 1 | - 6 | - 3 | - 4 |
| San Francisco | + 9 | - 8 | +24 | - 8 | + 4 | - 2 | - 4 | - 7 | - 8 | - 6 | - 3 | - 1 | -13 | - 4 | - 5 |

For footnotes, see page 1.