

CONFIDENTIAL

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

NOT FOR PUBLICATION

Sales in selected departments

January 12, 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	1953				1952				1951				
	Jan. 3	Dec. 27	Dec. 20	Dec. 13		Jan. 3	Jan. 3	Dec. 27	Dec. 20	Dec. 13	Dec.	Nov.	Oct.	Sept.	Jan.	Dec.	Nov.	Oct.
GRAND TOTAL SALES <u>1/2/</u>	+ 2	+57	+ 4	+ 3	+11	160	279	r484	476	e401	p255	246	213	181	374	270	238	212
Furniture & bedding	- 1	-12	+34	+ 9	+ 8	169	97	222	274	e200	p228	247	220	221	192	227	246	216
Domestic fl. cov'gs	+ 8	+ 4	+17	- 4	+ 3	134	r91	202	257	e183	p230	251	202	188	187	246	268	208
Major appliances	0	+ 9	+20	+ 4	+ 7	134	r128	225	226	e212	p219	256	258	193	199	222	298	268
Radio, phonograph, TV <u>1/</u>	0	+48	- 1	- 6	+ 2	276	r478	912	847	e709	p486	476	392	354	718	565	540	484
Total of 4 depts. <u>1/</u>	+ 1	r+ 7	+15	+ 1	+ 5	166	140	289	321	e250	p252	273	240	222	246	265	290	251
ALL OTHER SALES <u>1/</u>	+ 2	r+61	+ 4	+ 4	+11	159	295	506	494	e418	p255	242	210	177	389	270	232	207

p--Preliminary. 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.

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
	Jan. 3	Dec. 27	Dec. 20	Dec. 13	Jan. 3	Jan. 3	Dec. 27	Dec. 20	Dec. 13	Jan. 3	Jan. 3	Dec. 27	Dec. 20	Dec. 13	Jan. 3
United States	-1	-12	+34	+9	+8	+8	+4	+17	-4	+3	0	+9	+20	+4	+7
Boston	-30	+90	+34	+8	+12	-9	-5	+24	-17	-5	-10	+69	+43	-25	+8
New York	-10	-40	+25	+5	-3	-14	-8	+17	-5	-1	-27	-29	+30	-16	-10
Philadelphia	-5	-19	+20	+1	+1	-2	-17	+12	+2	+1	-17	-15	+14	+8	-2
Cleveland	+3	-38	+72	+16	+16	+58	+79	-4	-17	+9	+4	-8	+12	-6	+1
Richmond	+1	+5	+39	+17	+17	-12	-14	+29	-1	+3	-25	+6	-18	-17	-15
Atlanta	+67	r-37	+18	0	+5	+79	-13	+53	-13	+16	+61	+31	+36	+19	+35
Chicago	-2	+18	+35	+22	+19	-12	-1	+16	+13	+7	-5	+12	+22	+9	+10
St. Louis	+14	-11	+26	+3	+9	+5	-17	+26	+12	+9	+19	-15	+13	+9	+7
Minneapolis	+3	+8	+59	+29	+26	0	+21	+71	-6	+14	-32	+58	+8	+59	+18
Kansas City	-29	-40	+56	+24	+4	+69	-35	+11	+7	+8	+125	-10	+21	+6	+22
Dallas	+14	-8	+20	-6	+5	+70	-12	+51	0	+23	-10	+97	+84	+134	+70
San Francisco	-2	r+15	+7	-9	+1	-15	r-6	0	-26	-14	-32	r+5	-1	-17	-12
	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
	Jan. 3	Dec. 27	Dec. 20	Dec. 13	Jan. 3	Jan. 3	Dec. 27	Dec. 20	Dec. 13	Jan. 3	Jan. 3	Dec. 27	Dec. 20	Dec. 13	Jan. 3
United States	0	+48	-1	-6	+2	+1	r+7	+15	+1	+5	+2	+57	+4	+3	+11
Boston	-11	+52	-20	-17	-11	-18	+59	+11	-9	+2	-6	+74	+3	-3	+9
New York	-49	+14	-18	-33	-24	-17	-24	+8	-8	-8	-6	r+50	+2	-4	+5
Philadelphia	+11	+62	+18	+6	+18	-4	+1	+18	+3	+5	-5	+40	+2	+9	+9
Cleveland	-7	+3	0	-2	-1	+11	-7	+22	+1	+7	+7	+55	+9	+10	+16
Richmond	+22	+20	+10	+18	+15	-2	+6	+18	+8	+9	+3	+56	+8	+8	+14
Atlanta	+70	r+61	-13	-10	+8	+69	r-3	+10	-4	+11	+22	r+58	+3	+4	+14
Chicago	-6	+54	+1	-7	+3	-5	+23	+18	+9	+11	-3	+62	+5	+6	+12
St. Louis	-27	+16	-7	-29	-16	+2	-4	+11	-8	0	+17	+51	+2	+9	+13
Minneapolis	-25	+12	+12	+17	+10	-10	+19	+29	+21	+16	-2	+54	+3	+6	+11
Kansas City	+12	+60	-1	+39	+24	+16	-3	+18	+23	+15	+4	+39	r+1	+9	+10
Dallas	+18	+182	+6	-6	+23	+15	+68	+29	+14	+27	+11	r+73	+18	+3	+20
San Francisco	+54	r+159	+20	+8	+33	+1	r+46	+11	-6	+8	+3	r+66	-2	-4	+8

For footnotes, see page 1.