

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

NOT FOR PUBLICATION

Sales in selected departments

January 26, 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. 17	Jan. 10	Jan. 3	Dec. 27		Jan. 17	Jan. 10	Jan. 3	Dec. 27	Dec.	Nov.	Oct.	Sept.	Jan.	Dec.	Nov.	Oct.	Sept.
GRAND TOTAL SALES <u>1/2/</u>	0	- 7	+ 2	+57	+12	188	186	160	279	e401	254	246	213	181	374	270	238	212
Furniture & bedding	- 5	- 4	- 1	-12	- 6	254	224	171	97	e200	228	247	220	221	192	227	246	216
Domestic fl. cov'gs	0	-21	+ 9	+ 4	- 7	224	r182	136	91	e183	229	251	202	188	187	246	268	208
Major appliances	+ 1	-11	+ 2	+ 9	- 3	206	r182	136	128	e212	210	256	258	193	199	222	298	268
Radio, phonograph, TV <u>1/</u>	+ 1	-18	- 1	+50	+ 4	391	r330	277	481	e709	459	476	392	354	718	565	540	484
Total of 4 depts. <u>1/</u>	- 3	-12	+ 1	+ 7	- 4	253	218	168	141	e250	249	273	240	222	246	265	290	251
ALL OTHER SALES <u>1/</u>	0	- 6	+ 2	+61	+14	180	183	159	295	e418	254	242	210	177	389	270	232	207

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. 17	Jan. 10	Jan. 3	Dec. 27	Jan. 17	Jan. 17	Jan. 10	Jan. 3	Dec. 27	Jan. 17	Jan. 17	Jan. 10	Jan. 3	Dec. 27	Jan. 17
United States	- 5	- 4	- 1	-12	- 6	0	-21	+ 9	+ 4	- 7	+ 1	-11	+ 2	+ 9	- 3
Boston	-14	- 9	-30	+90	- 9	+ 1	-13	- 9	- 5	- 7	+70	+34	-10	+69	+40
New York	- 7	- 2	-10	-40	-10	-11	-28	-14	- 8	-17	- 5	-19	-27	-29	-18
Philadelphia	-38	+11	- 5	-19	-15	-10	-46	- 2	-17	-27	-38	-30	-17	-15	-28
Cleveland	- 5	-12	+ 3	-38	-10	-13	-22	+58	+79	+ 5	- 4	-20	+ 4	- 8	- 8
Richmond	- 8	- 3	+ 1	+ 5	- 3	-16	0	-12	-14	-10	-18	-19	-25	+ 6	-15
Atlanta	-10	+ 3	+61	-37	- 3	- 5	+ 5	+88	-13	+11	-20	+10	+81	+31	+15
Chicago	+21	-12	- 2	+18	+ 4	+ 3	-23	-12	- 1	- 9	+ 3	-20	- 5	+12	- 4
St. Louis	-20	+10	+14	-11	- 5	-26	-36	+ 5	-17	-23	+26	+ 4	+19	-15	+ 9
Minneapolis	+19	- 5	+ 3	+ 8	+ 5	- 5	-18	0	+21	- 4	-42	+11	-32	+58	-13
Kansas City	-39	- 9	-29	-40	-30	+14	- 8	+69	-35	+ 5	-19	+27	+125	-10	+15
Dallas	-23	+ 2	+14	- 8	- 6	-21	+ 6	+70	-12	+ 3	+ 4	-33	-10	+97	- 3
San Francisco	+14	- 7	+11	+15	+ 7	+66	r-18	- 8	- 6	+10	+ 8	r-16	-26	+ 5	- 8
	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. 17	Jan. 10	Jan. 3	Dec. 27	Jan. 17	Jan. 17	Jan. 10	Jan. 3	Dec. 27	Jan. 17	Jan. 17	Jan. 10	Jan. 3	Dec. 27	Jan. 17
United States	+ 1	-18	- 1	+50	+ 4	- 3	-12	+ 1	+ 7	- 4	0	- 7	+ 2	+57	+12
Boston	+ 8	+60	-11	+52	+26	+ 7	+13	-18	+59	+ 9	+ 7	- 6	- 6	+74	+15
New York	-11	-39	-51	+22	-22	- 8	-12	-17	-23	-13	+ 2	r-11	- 5	+50	+ 8
Philadelphia	-33	-45	+11	+62	-12	-33	-21	- 4	+ 1	-19	-27	- 8	- 5	+40	- 1
Cleveland	-10	-35	- 7	+ 3	-13	- 7	-19	+11	- 7	- 8	0	-14	+ 7	+55	+11
Richmond	+65	+33	+22	+20	+35	- 3	- 1	- 2	+ 6	- 1	+ 2	- 3	+ 3	+56	+15
Atlanta	-17	-23	+66	+61	+21	-12	- 2	+70	- 3	+ 8	+ 1	r+ 6	+19	+58	+23
Chicago	-16	-24	- 6	+54	- 2	+ 7	-18	- 5	+23	- 1	+ 3	- 8	- 3	+62	+13
St. Louis	-20	-62	-27	+16	-28	-16	-24	+ 2	- 4	-12	- 4	- 7	+17	+51	+12
Minneapolis	-21	+38	-25	+12	+ 1	-13	+ 2	-10	+19	- 2	- 7	+ 1	- 2	+54	+12
Kansas City	+117	-15	+12	+60	+39	- 2	- 4	+16	- 3	+ 1	-14	r+ 1	+ 4	+40	+ 9
Dallas	0	-14	+18	+182	+41	-12	-14	+15	+68	+ 6	-10	+ 3	+11	+73	+20
San Francisco	+42	r+15	+55	+159	+62	+31	- 7	+10	+46	+17	+ 8	r- 1	+ 2	+66	+19

For footnotes, see page 1.