

CONFIDENTIAL

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES—UNITED STATES SUMMARY

NOT FOR PUBLICATION

Sales in selected departments

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February 9, 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				1953	1952				1951			
	Jan. 31	Jan. 24	Jan. 17	Jan. 10		Jan. 31	Jan. 24	Jan. 17	Jan. 10		Jan.	Dec.	Nov.	Oct.	Feb. 7	Jan. 31	Dec.	Nov.
					Jan. 31													
GRAND TOTAL SALES <u>1/2/</u>	+ 2	r+ 1	0	- 7	- 1	182	r177	188	186	e182	p403	254	246	164	181	374	270	238
Furniture & bedding	+ 8	0	- 5	- 4	- 1	297	284	254	224	e228	p209	228	247	230	221	192	227	246
Domestic fl. cov'gs	- 1	+ 4	0	-21	- 6	209	215	224	182	e185	p184	229	251	176	188	187	246	268
Major appliances	+ 9	+15	+ 1	-11	+ 1	190	211	206	182	e200	p210	210	256	166	193	199	222	298
Radio, phonograph, TV <u>1/</u>	- 6	- 6	+ 1	-18	- 9	327	339	391	330	e343	p699	459	476	290	354	718	565	540
Total of 4 depts. <u>1/</u>	+ 4	+ 2	- 3	-12	- 3	262	261	253	218	e225	p256	249	273	213	222	246	265	290
ALL OTHER SALES <u>1/</u>	+ 1	0	0	- 6	- 1	173	167	181	183	e177	p423	254	242	158	177	389	270	232

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. 31	Jan. 24	Jan. 17	Jan. 10	Jan. 31	Jan. 31	Jan. 24	Jan. 17	Jan. 10	Jan. 31	Jan. 31	Jan. 24	Jan. 17	Jan. 10	Jan. 31
United States	+ 8	0	- 5	- 4	- 1	- 1	+ 4	0	-21	- 6	+ 9	+15	+ 1	-11	+ 1
Boston	+23	+ 2	-14	- 9	0	+49	+56	+ 1	-13	+19	+26	+72	+70	+34	+49
New York	+ 9	-18	- 7	- 2	- 5	-11	- 1	-11	-28	-13	-16	+26	- 5	-19	- 2
Philadelphia	+24	- 1	-38	+11	- 2	+42	0	-10	-46	-15	- 9	- 2	-38	-30	-22
Cleveland	+ 9	+15	- 5	-12	+ 2	-33	+ 3	-13	-22	-17	- 3	-15	- 4	-20	-11
Richmond	- 8	-30	- 8	- 3	-13	+ 1	-28	-16	0	-11	-39	-29	-18	-19	-26
Atlanta	- 2	+10	-10	+ 3	+ 1	+13	+10	- 5	+ 5	+ 6	+58	+123	-20	+10	+33
Chicago	- 3	+20	+21	-12	+ 6	- 2	+ 8	+ 3	-23	- 4	+10	+ 1	+ 3	-20	- 2
St. Louis	+ 2	-11	-20	+10	- 6	- 2	-10	-26	-36	-18	-26	-25	+26	+ 4	- 7
Minneapolis	+20	+21	+19	- 5	+13	+21	+28	- 5	-18	+ 4	-38	-12	-42	+11	-23
Kansas City	-11	+ 2	-39	- 9	-17	-20	0	+14	- 8	- 4	+94	+76	-19	+27	+35
Dallas	+47	+46	-23	+ 2	+14	+56	+35	-21	+ 6	+14	+106	+65	+ 4	-33	+16
San Francisco	+15	+ 9	+14	- 7	+ 8	- 2	-18	+66	-18	+ 5	- 5	-11	+ 8	-16	- 6
	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. 31	Jan. 24	Jan. 17	Jan. 10	Jan. 31	Jan. 31	Jan. 24	Jan. 17	Jan. 10	Jan. 31	Jan. 31	Jan. 24	Jan. 17	Jan. 10	Jan. 31
United States	- 6	- 6	+ 1	-18	- 9	+ 4	+ 2	- 3	-12	- 3	+ 2	r+ 1	0	- 7	- 1
Boston	- 1	-18	+ 8	+60	+12	+24	+17	+ 7	+13	+15	+ 7	+ 4	+ 7	- 6	+ 3
New York	-36	+13	-11	-39	-21	- 1	-10	- 8	-12	- 8	+ 1	r- 3	+ 4	-11	- 3
Philadelphia	+15	-42	-33	-45	-29	+22	- 7	-33	-21	-10	+ 5	+ 2	-27	- 8	- 8
Cleveland	-27	-46	-10	-35	-30	- 9	0	- 7	-19	- 8	0	- 1	0	-14	- 4
Richmond	-17	-10	+65	+33	+17	-12	-27	- 3	- 1	-11	- 6	-14	+ 2	- 3	- 5
Atlanta	+28	+25	-17	-23	+ 1	+13	+25	-12	- 2	+ 7	+ 5	r+ 5	+ 2	+ 6	+ 4
Chicago	+ 2	+ 3	-16	-24	-11	0	+12	+ 7	-18	0	- 2	+ 4	+ 3	- 8	- 1
St. Louis	-17	-22	-20	-62	-34	- 5	-14	-16	-24	-14	+ 5	- 1	- 4	- 7	- 2
Minneapolis	- 9	-34	-21	+38	-12	0	- 1	-13	+ 2	- 3	- 4	+19	- 7	+ 1	+ 2
Kansas City	+29	+75	+117	-15	+14	+ 6	+30	- 2	- 4	+ 6	0	+ 3	-14	+ 1	- 3
Dallas	+13	+59	0	-14	+11	+53	+50	-12	-14	+14	+17	+ 6	-10	+ 3	+ 4
San Francisco	+38	+24	+42	+15	+30	+12	+ 2	+31	- 7	+ 9	+ 4	0	+ 8	- 1	+ 2

For footnotes, see page 1.