

CONFIDENTIAL

DATA FILE  
REFERENCE LIBRARY  
FEDERAL RESERVE BANK  
OF CHICAGO

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

LIBRARY NOT FOR PUBLICATION

Sales in selected departments

FEB 25 1953

February 24, 1953

FEDERAL RESERVE BANK OF CHICAGO

| Department                      | Percentage change from a year ago |        |         |         |                | Weekly unadjusted indexes<br>1941 aver. weekly sales=100) |        |         |         | Monthly unadjusted indexes<br>(1941 average monthly sales = 100) |      |      |      |      |      |      |      |      |
|---------------------------------|-----------------------------------|--------|---------|---------|----------------|---|--------|---------|---------|--|------|------|------|------|------|------|------|------|
|                                 | One week ending                   |        |         |         | 4 weeks ending | 1953  |        |         |         | 1953   | 1952 |      |      |      | 1951 |      |      |      |
|                                 | Feb. 14                           | Feb. 7 | Jan. 31 | Jan. 24 | Feb. 14        | Feb. 14   | Feb. 7 | Jan. 31 | Jan. 24 | Jan.   | Dec. | Nov. | Oct. | Feb. | Jan. | Dec. | Nov. | Oct. |
| GRAND TOTAL SALES <u>1/2/</u>   | + 1                               | 0      | + 2     | + 1     | + 1            | 187   | r181   | 181     | 177     | e182   | 405  | 254  | 246  | 164  | 181  | 374  | 270  | 238  |
| Furniture & bedding             | + 1                               | + 4    | + 8     | 0       | + 3            | 261   | 289    | 298     | 284     | e228   | 210  | 228  | 247  | 230  | 221  | 192  | 227  | 246  |
| Domestic fl. cov'gs             | + 2                               | - 5    | - 1     | + 4     | - 1            | 222   | 208    | 208     | 215     | e185   | 189  | 229  | 251  | 176  | 188  | 187  | 246  | 268  |
| Major appliances                | + 5                               | 0      | + 9     | +15     | + 6            | 190   | 192    | 190     | 211     | e200   | 213  | 210  | 256  | 166  | 193  | 199  | 222  | 298  |
| Radio, phonograph, TV <u>1/</u> | 0                                 | -12    | - 5     | - 6     | - 8            | 335   | 345    | 327     | 339     | e343   | 701  | 459  | 476  | 290  | 354  | 718  | 565  | 540  |
| Total of 4 depts. <u>1/</u>     | + 1                               | - 1    | + 4     | + 2     | + 1            | 248   | 260    | 262     | 261     | e225   | 256  | 249  | 273  | 213  | 222  | 246  | 265  | 290  |
| ALL OTHER SALES <u>1/</u>       | + 1                               | + 1    | + 1     | 0       | + 1            | 180   | 173    | 172     | 167     | e177   | 422  | 254  | 242  | 158  | 177  | 389  | 270  | 232  |

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 |
|               | Feb. 14                               | Feb. 7 | Jan. 31 | Jan. 24 | Feb. 14        | Feb. 14                  | Feb. 7 | Jan. 31 | Jan. 24 | Feb. 14        | Feb. 14                      | Feb. 7 | Jan. 31 | Jan. 24 | Feb. 14        |
| United States | + 1                                   | + 4    | + 8     | 0       | + 3            | + 2                      | - 5    | - 1     | + 4     | - 1            | + 5                          | 0      | + 9     | + 15    | + 6            |
| Boston        | +32                                   | 0      | +23     | + 2     | +13            | + 2                      | -16    | +49     | +56     | +24            | +63                          | +28    | +26     | +72     | +44            |
| New York      | - 2                                   | - 8    | + 9     | -18     | - 5            | 0                        | - 6    | -10     | - 1     | - 4            | -14                          | -28    | -16     | +26     | - 8            |
| Philadelphia  | - 4                                   | - 3    | +24     | - 1     | + 3            | + 3                      | -26    | +42     | 0       | - 1            | + 3                          | 0      | - 9     | - 2     | - 2            |
| Cleveland     | +13                                   | +19    | + 9     | +15     | +14            | +17                      | -25    | -33     | + 3     | -12            | -10                          | - 2    | - 3     | -15     | - 8            |
| Richmond      | -18                                   | - 9    | - 8     | -30     | -17            | - 2                      | -18    | + 1     | -28     | -13            | -14                          | -23    | -39     | -29     | -27            |
| Atlanta       | -12                                   | +19    | - 2     | +10     | + 4            | +28                      | +12    | +13     | +10     | +15            | - 7                          | +44    | +58     | +123    | +55            |
| Chicago       | - 1                                   | + 9    | - 3     | +20     | + 6            | -16                      | + 1    | - 2     | + 8     | - 3            | + 9                          | - 8    | +10     | + 1     | + 3            |
| St. Louis     | -11                                   | - 5    | + 2     | -11     | - 6            | + 5                      | +52    | - 2     | -10     | + 9            | - 9                          | -18    | -26     | -25     | -20            |
| Minneapolis   | +21                                   | -12    | +20     | +21     | +11            | +10                      | - 4    | +21     | +28     | +14            | -18                          | 0      | -38     | -12     | -18            |
| Kansas City   | -15                                   | +27    | - 9     | + 2     | 0              | - 7                      | +46    | -30     | 0       | 0              | +100                         | +17    | +100    | +76     | +65            |
| Dallas        | - 4                                   | +24    | +47     | +46     | +30            | -19                      | -11    | +56     | +35     | +16            | +41                          | +13    | +106    | +65     | +48            |
| San Francisco | +14                                   | +18    | +15     | + 9     | +14            | + 9                      | - 1    | - 2     | -18     | - 4            | -18                          | +15    | - 5     | -11     | - 5            |
|               | 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. 14                               | Feb. 7 | Jan. 31 | Jan. 24 | Feb. 14        | Feb. 14                  | Feb. 7 | Jan. 31 | Jan. 24 | Feb. 14        | Feb. 14                      | Feb. 7 | Jan. 31 | Jan. 24 | Feb. 14        |
| United States | 0                                     | -12    | - 5     | - 6     | - 8            | + 1                      | - 1    | + 4     | + 2     | + 1            | + 1                          | 0      | + 2     | + 1     | + 1            |
| Boston        | +104                                  | -11    | - 1     | -18     | 0              | +39                      | + 2    | +24     | +17     | +19            | + 7                          | - 5    | + 7     | + 4     | + 3            |
| New York      | - 37                                  | -44    | -36     | +13     | -31            | - 8                      | -13    | - 1     | -10     | - 8            | - 2                          | - 8    | + 1     | - 3     | - 3            |
| Philadelphia  | 0                                     | -10    | +15     | -42     | -11            | - 2                      | - 7    | +22     | - 7     | 0              | + 2                          | 0      | + 5     | + 2     | + 2            |
| Cleveland     | - 27                                  | -42    | -27     | -46     | -36            | + 5                      | - 4    | - 9     | 0       | - 2            | - 3                          | +10    | 0       | - 1     | + 1            |
| Richmond      | + 1                                   | +32    | -17     | -10     | 0              | -12                      | - 8    | -12     | -27     | -15            | - 7                          | - 6    | - 6     | -14     | - 8            |
| Atlanta       | +15                                   | +25    | +28     | +25     | +23            | + 1                      | +22    | +13     | +25     | +16            | + 6                          | + 5    | + 4     | + 5     | + 5            |
| Chicago       | + 8                                   | - 8    | + 2     | + 3     | + 1            | - 1                      | + 2    | 0       | +12     | + 3            | + 1                          | 0      | - 2     | + 4     | + 1            |
| St. Louis     | -18                                   | -26    | -17     | -22     | -20            | - 9                      | + 1    | - 5     | -14     | - 7            | + 6                          | + 1    | + 5     | - 1     | + 3            |
| Minneapolis   | - 15                                  | -21    | - 9     | -34     | -21            | + 1                      | -11    | 0       | - 1     | - 3            | + 4                          | - 8    | - 4     | +19     | + 2            |
| Kansas City   | + 65                                  | +10    | +38     | +75     | +46            | +16                      | +25    | + 6     | +30     | +19            | + 9                          | +12    | + 1     | + 4     | + 6            |
| Dallas        | + 19                                  | +38    | +13     | +59     | +32            | + 9                      | +17    | +53     | +50     | +32            | - 1                          | + 4    | +17     | + 6     | + 6            |
| San Francisco | + 52                                  | +62    | +38     | +24     | +43            | +15                      | +20    | +12     | + 2     | +12            | + 4                          | 0      | + 2     | 0       | + 1            |

For footnotes, see page 1.