

Sales in selected departments

LIBRARY
March 1953.

DATA FILE
REFERENCE LIBRARY

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			
	Feb. 21	Feb. 14	Feb. 7	Jan. 31	Feb. 21	Feb. 21	Feb. 14	Feb. 7	Jan. 31	Jan.	Dec.	Nov.	Oct.	Feb.	Jan.	Dec.	Nov.	Oct.
GRAND TOTAL SALES <u>1/2/</u>	0	+ 1	0	+ 2	0	171	187	181	181	p180	405	254	246	164	181	374	270	238
Furniture & bedding	+ 1	+ 1	+ 4	+ 8	+ 3	250	261	289	298	p226	210	228	247	230	221	192	227	246
Domestic fl. cov'gs	+ 5	+ 2	- 5	- 1	- 1	199	222	208	208	p184	189	229	251	176	188	187	246	268
Major appliances	+ 7	r+ 4	0	+ 9	+ 3	180	r183	192	190	p207	213	210	256	166	193	199	222	298
Radio, phonograph, TV <u>1/</u>	-10	0	-12	- 5	- 9	299	335	345	327	p336	701	459	476	290	354	718	565	540
Total of 4 depts. <u>1/</u>	0	+ 1	- 1	+ 4	0	231	r247	260	262	p227	256	249	273	213	222	246	265	290
ALL OTHER SALES <u>1/</u>	0	+ 1	+ 1	+ 1	0	165	180	173	172	p177	422	254	242	158	177	389	270	232

p--Preliminary. r--Revised.
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. 21	Feb. 14	Feb. 7	Jan. 31		Feb. 21	Feb. 14	Feb. 7	Jan. 31		Feb. 21	Feb. 14	Feb. 7	Jan. 31	
United States	+ 1	+ 1	+ 4	+ 8	+ 3	+ 5	+ 2	- 5	- 1	- 1	+ 7	r+ 4	0	+ 9	+ 3
Boston	+27	+32	0	+23	+20	+ 7	+ 2	-16	+49	+12	+69	+63	+28	+26	+11
New York	+13	- 2	- 8	+ 9	+ 2	+26	0	- 6	-10	+ 1	- 7	r-25	-28	-16	-19
Philadelphia	-12	- 4	- 3	+24	0	+ 2	+ 3	-26	+42	- 1	+ 7	+ 3	0	- 9	0
Cleveland	-20	+13	+19	+ 9	+ 4	- 3	+17	-25	-33	-13	-11	-10	- 2	- 3	- 7
Richmond	-13	-18	- 9	- 8	-12	-16	- 2	-18	+ 1	- 9	-37	-14	-23	-39	-30
Atlanta	+ 5	-12	+19	- 2	+ 2	- 9	+28	+12	+13	+10	+24	- 7	+44	+58	+27
Chicago	+11	- 1	+ 9	- 3	+ 4	- 5	-16	+ 1	- 2	- 6	+12	+ 9	- 8	+10	+ 5
St. Louis	+ 8	-11	- 5	+ 2	- 2	- 9	+ 5	+52	- 2	+ 9	+ 2	- 9	-18	-26	-14
Minneapolis	- 2	+21	-12	+20	+ 6	+76	+10	- 4	+21	+22	+28	-18	0	-38	-12
Kansas City	-30	-15	+27	- 9	- 7	-30	- 7	+46	-30	- 8	+45	+100	+17	+100	+57
Dallas	-17	- 4	+24	+47	+11	-37	-19	-11	+56	- 5	+ 5	+41	+13	+106	+33
San Francisco	+ 4	+14	+18	+15	+13	+27	+ 9	- 1	- 2	+ 7	+13	-18	+15	- 5	0
	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. 21	Feb. 14	Feb. 7	Jan. 31		Feb. 21	Feb. 14	Feb. 7	Jan. 31		Feb. 21	Feb. 21	Feb. 14	Feb. 7	
United States	-10	0	-12	- 5	- 9	0	+ 1	- 1	+ 4	0	0	+ 1	0	+ 2	0
Boston	+ 5	+104	-11	- 1	+11	+28	+39	+ 2	+24	+22	+18	+ 7	- 5	+ 7	+ 6
New York	-21	- 37	-44	-36	-35	+ 9	r- 9	-13	- 1	- 4	+11	- 2	- 8	+ 1	0
Philadelphia	- 1	0	-10	+15	0	- 8	- 2	- 7	+22	0	-11	+ 2	0	+ 5	- 1
Cleveland	- 9	- 27	-42	-27	-28	-14	+ 5	- 4	- 9	- 6	-14	- 3	+10	0	- 2
Richmond	-28	+ 1	+32	-17	- 5	-19	-12	- 8	-12	-13	- 8	- 7	- 6	- 6	- 7
Atlanta	-12	+ 15	+25	+28	+15	+ 2	+ 1	+22	+13	+10	- 4	+ 6	+ 5	+ 4	+ 3
Chicago	-13	+ 8	- 8	+ 2	- 4	+ 4	- 1	+ 2	0	+ 1	0	+ 1	0	- 2	0
St. Louis	-24	-18	-26	-17	-21	- 2	- 9	+ 1	- 5	- 4	- 6	+ 6	+ 1	+ 5	+ 1
Minneapolis	- 4	-15	-21	- 9	-13	+15	+ 1	-11	0	+ 1	- 4	+ 4	- 8	- 4	- 3
Kansas City	+12	+ 65	+10	+38	+30	-13	+16	+25	+ 6	+ 9	- 1	+ 9	+12	+ 1	+ 5
Dallas	- 7	+ 19	+38	+13	+14	-14	+ 9	+17	+53	+14	-12	- 1	+ 4	+17	+ 1
San Francisco	+15	+ 52	+62	+38	+40	+13	+15	+20	+12	+15	+13	+ 4	0	+ 2	+ 4

For footnotes, see page 1.