

CONFIDENTIAL

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

T-763

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Sales in selected departments

March 16, 1953.

MAR 17 1953
FEDERAL RESERVE
BANK OF CHICAGO

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			
	Mar. 7	Feb. 28	Feb. 21	Feb. 14		Mar. 7	Mar. 7	Feb. 28	Feb. 21	Feb. 14	Feb.	Jan.	Dec.	Nov.	Mar.	Feb.	Jan.	Dec.
GRAND TOTAL SALES <u>1/2/</u>	+ 7	+ 9	0	+ 1	+ 4	192	r189	172	187	e161	p180	405	254	195	164	181	374	270
Furniture & bedding	+ 9	+16	+ 1	+ 1	+ 6	218	308	250	261	e231	p226	210	228	191	230	221	192	227
Domestic fl. cov'gs	+11	+ 5	+ 5	+ 2	+ 4	192	213	199	222	e171	p184	189	229	171	176	188	187	246
Major appliances	+34	+30	+ 7	+ 4	+16	252	220	181	183	e174	p207	213	210	207	166	193	199	222
Radio, phonograph, TV <u>1/</u>	+ 5	- 7	-10	0	- 4	353	302	299	335	e265	p336	701	459	297	290	354	718	565
Total of 4 depts. <u>1/</u>	+12	+12	0	+ 1	+ 5	231	270	232	247	e211	p227	256	249	200	213	222	246	265
ALL OTHER SALES <u>1/</u>	+ 6	+ 8	0	+ 1	+ 3	187	180	165	180	e155	p177	422	254	194	158	177	389	270

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
	Mar. 7	Feb. 28	Feb. 21	Feb. 14	Mar. 7	Mar. 7	Feb. 28	Feb. 21	Feb. 14	Mar. 7	Mar. 7	Feb. 28	Feb. 21	Feb. 14	Mar. 7
United States	+ 9	+16	+ 1	+ 1	+ 6	+11	+ 5	+ 5	+ 2	+ 4	+34	+30	+ 7	+ 4	+16
Boston	+25	+ 8	+27	+32	+22	-11	+24	+ 7	+ 2	+ 4	+77	-19	+69	+63	+45
New York	0	- 2	+13	- 2	+ 1	+ 6	- 8	+26	0	+ 5	+27	-14	- 7	-25	- 7
Philadelphia	+ 5	+53	-12	- 4	+ 9	- 8	+51	+ 2	+ 3	+ 7	+ 8	+33	+ 7	+ 3	+12
Cleveland	+22	+12	-20	+13	+ 5	+33	-24	- 3	+17	+ 2	+20	+22	-11	-10	+ 4
Richmond	+11	+41	-13	-18	+ 3	-13	+72	-16	- 2	+ 6	- 5	+118	-37	-14	+ 7
Atlanta	-10	+16	+ 6	-12	0	+11	+18	- 9	+28	+11	-19	+100	+22	- 7	+17
Chicago	+ 8	+21	+11	- 1	+10	+ 8	+ 5	- 5	-16	- 3	+ 4	+36	+12	+ 9	+14
St. Louis	- 9	- 1	+ 8	-11	- 3	+ 8	+15	- 9	+ 5	+ 5	+50	-13	+ 2	- 9	+ 1
Minneapolis	+15	+56	- 2	+21	+21	+50	+ 4	+76	+10	+31	+178	-25	+28	-18	+39
Kansas City	+19	+40	-30	-15	+ 2	+60	- 6	-30	- 7	- 4	+171	+17	+45	+100	+76
Dallas	+76	+28	-17	- 4	+15	- 8	+ 1	-37	-19	-15	+126	+83	+ 5	+41	+61
San Francisco	+16	+11	+ 4	+14	+11	- 5	+ 9	+27	+ 9	+10	+ 28	0	+20	-18	+ 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
	Mar. 7	Feb. 28	Feb. 21	Feb. 14	Mar. 7	Mar. 7	Feb. 28	Feb. 21	Feb. 14	Mar. 7	Mar. 7	Feb. 28	Feb. 21	Feb. 14	Mar. 7
United States	+ 5	- 7	-10	0	- 4	+12	+12	0	+ 1	+ 5	+ 7	+ 9	0	+ 1	+ 4
Boston	+38	+ 2	+ 5	+104	+30	+33	+ 4	+28	+39	+25	+17	+ 8	+18	+ 7	+12
New York	-44	-50	-21	-37	-38	- 4	- 9	+ 9	- 9	- 4	0	- 9	+12	- 2	0
Philadelphia	+23	+32	- 1	0	+13	+ 4	+49	- 8	- 2	+ 9	- 2	+33	-11	+ 2	+ 4
Cleveland	-25	-30	- 9	-27	-23	+15	- 1	-14	+ 5	0	+10	+ 6	-14	- 3	0
Richmond	+ 8	+16	-28	+ 1	- 1	+ 4	+51	-19	-12	+ 3	+ 5	+40	- 8	- 7	+ 6
Atlanta	-17	+24	-12	+15	+ 3	-10	+29	+ 2	+ 1	+ 6	+ 7	+12	- 4	+ 6	+ 5
Chicago	- 4	+22	-13	+ 8	+ 2	+ 5	+20	+ 4	- 1	+ 7	+ 6	+12	0	+ 1	+ 5
St. Louis	0	-11	-24	-18	-14	+ 3	0	- 2	- 9	- 3	+ 4	+14	- 6	+ 6	+ 5
Minneapolis	+96	-37	- 4	-15	+ 5	+76	0	+15	+ 1	+23	+18	+ 7	- 4	+ 4	+ 7
Kansas City	+206	+13	+12	+65	+73	+93	+21	-13	+16	+24	+12	+11	0	+ 9	+ 8
Dallas	+79	- 9	- 7	+19	+15	+70	+27	-14	+ 9	+20	+20	+17	-12	- 1	+ 5
San Francisco	+36	+33	+15	+52	+33	+18	+13	+14	+15	+15	+ 7	- 2	+12	+ 4	+ 5

For footnotes, see page 1.