

CONFIDENTIAL

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

NOT FOR PUBLICATION

Sales in selected departments

March 23, 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	
	Mar. 14	Mar. 7	Feb. 28	Feb. 21	Mar. 14	Mar. 14	Mar. 7	Feb. 28	Feb. 21	Feb.	Jan.	Dec.	Nov.	Mar.	Feb.	Jan.	Dec.	Nov.
GRAND TOTAL SALES <u>1/2/</u>	+ 7	+ 7	+ 9	0	+ 5	201	192	189	172	e161	180	405	254	195	164	181	374	270
Furniture & bedding	+ 4	+ 9	+16	+ 1	+ 7	206	218	308	250	e231	227	210	228	191	230	221	192	227
Domestic fl. cov'gs	- 5	+11	+ 5	+ 5	+ 2	181	192	213	199	e171	179	189	229	171	176	188	187	246
Major appliances	+11	+34	+30	+ 7	+18	200	252	220	181	e174	198	213	210	207	166	193	199	222
Radio,phonograph,TV <u>1/</u>	- 3	+ 5	- 7	-10	- 5	286	353	302	299	e265	330	701	459	297	290	354	718	565
Total of 4 depts. <u>1/</u>	+ 1	+12	+12	0	+ 5	208	231	270	232	e211	221	256	249	200	213	222	246	265
ALL OTHER SALES <u>1/</u>	+ 7	+ 6	+ 8	0	+ 5	200	187	180	165	e155	176	422	254	194	158	177	389	270

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. 14	Mar. 7	Feb. 28	Feb. 21		Mar. 14	Mar. 7	Feb. 28	Feb. 21		Mar. 14	Mar. 7	Feb. 28	Feb. 21	
United States	+ 4	+ 9	+16	+ 1	+ 7	- 5	+11	+ 5	+ 5	+ 2	+11	+34	+30	+ 7	+18
Boston	+28	+25	+ 8	+27	+21	+35	-11	+24	+ 7	+13	+50	+77	-19	+69	+43
New York	+ 3	0	- 2	+13	+ 3	-21	+ 6	- 8	+26	0	- 9	+27	-14	- 7	- 1
Philadelphia	+ 7	+ 5	+53	-12	+12	+ 8	- 8	+51	+ 2	+ 9	+ 6	+ 8	+33	+ 7	+12
Cleveland	- 5	+22	+12	-20	+ 1	- 8	+33	-24	- 3	- 4	-11	+20	+22	-11	+ 4
Richmond	-15	+11	+41	-13	+ 5	- 5	-13	+72	-16	+ 5	- 4	- 5	+118	-37	+ 9
Atlanta	+16	-10	+16	+ 6	+ 7	0	+11	+18	- 9	+ 5	- 4	-19	+100	+22	+18
Chicago	+ 2	+ 8	+21	+11	+11	- 5	+ 8	+ 5	- 5	+ 1	+29	+ 4	+36	+12	+18
St. Louis	+32	- 9	- 1	+ 8	+ 6	-31	+ 8	+15	- 9	- 4	+23	+50	-13	+ 2	+ 9
Minneapolis	+ 7	+15	+56	- 2	+19	0	+50	+ 4	+76	+28	-21	+178	-25	+28	+41
Kansas City	-24	+19	+40	-30	0	+36	+60	- 6	-30	+ 7	+65	+171	+17	+45	+68
Dallas	+ 5	+76	+28	-17	+17	-19	- 8	+ 1	-37	-15	+51	+126	+83	+ 5	+64
San Francisco	+19	+16	+11	+ 4	+12	- 6	- 5	+ 9	+27	+ 6	- 7	+ 28	0	+20	+ 9
	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. 14	Mar. 7	Feb. 28	Feb. 21		Mar. 14	Mar. 7	Feb. 28	Feb. 21		Mar. 14	Mar. 14	Mar. 7	Feb. 28	
United States	- 3	+ 5	- 7	-10	- 5	+ 1	+12	+12	0	+ 5	+ 7	+ 7	+ 9	0	+ 5
Boston	+ 8	+38	+ 2	+ 5	+15	+31	+33	+ 4	+28	+23	+10	+17	+ 8	+18	+13
New York	-40	-44	-50	-21	-39	- 9	- 4	- 9	+ 9	- 4	+ 4	0	- 9	+12	+ 1
Philadelphia	- 5	+23	+32	- 1	+10	+ 5	+ 4	+49	- 8	+11	+ 3	- 2	+33	-11	+ 4
Cleveland	-26	-25	-30	- 9	-23	-10	+15	- 1	-14	- 4	+11	+10	+ 6	-14	+ 4
Richmond	+ 7	+ 8	+16	-28	0	- 9	+ 4	+51	-19	+ 5	- 1	+ 5	+40	- 8	+ 8
Atlanta	-13	-17	+24	-12	- 5	+ 3	-10	+29	+ 2	+ 6	+12	+ 7	+12	- 4	+ 7
Chicago	+17	- 4	+22	-13	+ 4	+ 7	+ 5	+20	+ 4	+ 9	+ 3	+ 6	+12	0	+ 5
St. Louis	+ 3	0	-11	-24	- 9	+ 8	+ 3	0	- 2	+ 2	+12	+ 4	+14	- 6	+ 6
Minneapolis	0	+96	-37	- 4	+10	- 4	+76	0	+15	+24	+ 9	+18	+ 7	- 4	+ 8
Kansas City	+164	+206	+13	+12	+95	+28	+93	+21	-13	+27	+13	+12	+12	0	+10
Dallas	-14	+79	- 9	- 7	+ 9	+ 5	+70	+27	-14	+19	+ 4	+20	+17	-12	+ 7
San Francisco	+27	+36	+33	+15	+27	+10	+18	+13	+14	+14	+ 8	+ 7	- 2	+12	+ 6

For footnotes, see page 1.