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

NOT FOR PUBLICATION

Sales in selected departments

April 7, 1953

APR

8 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					
	Mar. 28	Mar. 21	Mar. 14	Mar. 7		Mar. 28	Mar. 21	Mar. 14	Mar. 7	Feb.	Jan.	Dec.	Nov.	Mar.	Feb.	Jan.	Dec.
	Mar. 28	Mar. 21	Mar. 14	Mar. 7	Mar. 28	Mar. 28	Mar. 21	Mar. 14	Mar. 7	Feb.	Jan.	Dec.	Nov.	Mar.	Feb.	Jan.	Nov.
GRAND TOTAL SALES <u>1/2/</u>	+ 7	+12	+ 7	+ 7	+ 8	223	r220	201	192	p164	180	405	254	195	164	181	374
Furniture & bedding	+ 1	+ 6	+ 4	+ 9	+ 5	204	205	206	218	p232	227	210	228	191	230	221	192
Domestic fl. cov'gs	+ 2	+ 3	- 5	+11	+ 2	175	177	181	192	p170	179	189	229	171	176	188	187
Major appliances	- 1	+ 7	+12	+34	+ 9	193	226	200	252	p179	198	213	210	207	166	193	199
Radio, phonograph, TV <u>1/</u>	-11	- 1	- 3	+ 5	- 5	260	303	286	353	p270	330	701	459	297	290	354	718
Total of 4 depts. <u>1/</u>	- 1	+ 4	+ 1	+12	+ 4	201	212	207	231	p215	221	256	249	200	213	222	246
ALL OTHER SALES <u>1/</u>	+ 7	+13	+ 7	+ 6	+ 8	226	220	200	187	p159	176	422	254	194	158	177	389

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)

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	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. 28	Mar. 21	Mar. 14	Mar. 7	Mar. 28	Mar. 28	Mar. 21	Mar. 14	Mar. 7	Mar. 28	Mar. 28	Mar. 21	Mar. 14	Mar. 7	Mar. 28
United States	+ 1	+ 6	+ 4	+ 9	+ 5	+ 2	+ 3	- 5	+11	+ 2	- 1	+ 7	+12	+34	+ 9
Boston	- 1	+11	+28	+25	+16	-14	+ 8	+35	-11	+ 4	- 7	-14	+50	+77	+20
New York	- 8	- 3	+ 3	0	- 2	-13	+ 7	-21	+ 6	- 6	-36	-39	- 9	+27	-17
Philadelphia	+ 4	+ 3	+ 7	+ 5	+ 5	-21	- 6	+ 8	- 8	- 7	+16	+10	+ 6	+ 8	+ 9
Cleveland	- 9	+27	- 5	+22	+ 8	+17	+18	- 8	+33	+14	- 9	+ 6	-11	+20	+ 1
Richmond	- 2	- 7	-15	+11	- 4	-10	-11	- 5	-13	-10	-18	+ 7	- 4	- 5	- 5
Atlanta	+12	+10	+16	-10	+ 6	+13	+20	0	+11	+10	+37	+94	- 4	-19	+20
Chicago	+ 8	+ 1	+ 2	+ 8	+ 5	0	- 2	- 5	+ 8	0	- 5	+10	+29	+ 4	+ 9
St. Louis	- 5	+ 3	+32	- 9	+ 4	+18	-27	-31	+ 8	- 9	-10	+ 2	+23	+50	+11
Minneapolis	+21	+46	+ 7	+15	+23	-22	+12	0	+50	+ 8	+33	-41	-21	+178	+21
Kansas City	-40	-16	-27	+19	-20	+40	0	+28	+60	+31	0	-24	+80	+171	+39
Dallas	+12	-11	+ 5	+76	+17	- 8	+ 5	-19	- 8	- 9	+31	+35	+51	+126	+49
San Francisco	+49	+29	+19	+16	+28	+18	- 7	- 6	- 5	- 1	- 5	- 7	- 7	+ 28	+ 2
	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. 28	Mar. 21	Mar. 14	Mar. 7	Mar. 28	Mar. 28	Mar. 21	Mar. 14	Mar. 7	Mar. 28	Mar. 28	Mar. 21	Mar. 14	Mar. 7	Mar. 28
United States	-11	- 1	- 3	+ 5	- 5	- 1	+ 4	+ 1	+12	+ 4	+ 7	+12	+ 7	+ 7	+ 8
Boston	-35	-21	+ 8	+38	- 4	-10	- 3	+31	+33	+12	+ 3	+21	+10	+17	+12
New York	-50	-27	-40	-44	-41	-16	- 7	- 9	- 4	- 9	- 3	+ 3	+ 4	0	+ 1
Philadelphia	-17	+ 3	- 5	+23	+ 1	- 2	+ 2	+ 5	+ 4	+ 3	+ 3	+ 9	+ 3	- 2	+ 3
Cleveland	-20	-11	-26	-25	-22	- 4	+17	-10	+15	+ 4	+ 9	+15	+11	+10	+11
Richmond	- 8	+ 2	+ 7	+ 8	+ 2	- 7	- 5	- 9	+ 4	- 4	+ 5	+12	- 1	+ 5	+ 5
Atlanta	+30	-11	-13	-17	- 4	+20	+20	+ 3	-10	+ 7	+13	+13	+12	+ 7	+11
Chicago	+ 4	+16	+17	- 4	+ 7	+ 3	+ 4	+ 7	+ 5	+ 5	+11	+11	+ 3	+ 6	+ 8
St. Louis	-19	-31	+ 3	0	-15	- 3	-10	+ 8	+ 3	- 1	+12	+19	+12	+ 4	+12
Minneapolis	+14	-33	0	+96	+14	+10	-11	- 4	+76	+17	+14	+28	+ 9	+18	+17
Kansas City	-20	+29	+157	+206	+74	-14	- 8	+26	+93	+18	+ 5	+22	+13	+14	+13
Dallas	-32	+ 9	-14	+79	+ 6	+ 7	+15	+ 5	+70	+21	+14	+15	+ 4	+20	+14
San Francisco	+60	+68	+27	+36	+47	+35	+23	+10	+18	+21	+ 7	+ 9	+ 8	+ 7	+ 8

For footnotes, see page 1.