

CONFIDENTIAL

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES—UNITED STATES SUMMARY

NOT FOR PUBLICATION
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Sales in selected departments

APR 22 1953

DATA FILE
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 OF CHICAGO

Department	Percentage change from a year ago					Weekly unadjusted indexes 1941 aver. weekly sales=100)				Monthly unadjusted indexes (1941 average = 100)							1951 Dec.	
	One week ending				4 weeks ending	1953				1953			1951					
	Apr. 11	Apr. 4	Mar. 28	Mar. 21		Apr. 11	Apr. 4	Mar. 28	Mar. 21	Mar.	Feb.	Jan.	Dec.	April	Mar.	Feb.		Jan.
GRAND TOTAL SALES <u>1/2/</u>	-16	+ 3	+ 7	+12	+ 1	193	r231	224	220	e207	163	180	405	204	195	164	181	374
Furniture & bedding	+33	-16	+ 1	+ 6	+ 5	203		204	205	e190	232	227	210	186	191	230	221	192
Domestic fl. cov'gs.	+39	-17	+ 2	+ 3	+ 4	185	139	175	177	e162	174	179	189	165	171	176	188	187
Major appliances	+51	- 3	- 1	+ 7	+10	188	162	193	226	e225	174	198	213	167	207	166	193	199
Radio, phonograph, TV <u>1/</u>	- 5	-17	-11	- 1	- 9	232	225	260	303	e286	272	330	701	216	297	290	354	718
Total of 4 depts. <u>1/</u>	+30	-15	- 1	+ 4	+ 3	200	165	201	212	e199	213	221	256	181	200	213	222	246
ALL OTHER SALES <u>1/</u>	-19	+ 5	+ 8	+13	+ 1	193	238	226	220	e208	157	176	422	207	194	158	177	389

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
	Apr. 11	Apr. 4	Mar. 28	Mar. 21	Apr. 11	Apr. 11	Apr. 4	Mar. 28	Mar. 21	Apr. 11	Apr. 11	Apr. 4	Mar. 28	Mar. 21	Apr. 11
United States	+33	-16	+1	+6	+5	+39	-17	+2	+3	+4	+51	-3	-1	+7	+10
Boston	+7	-25	-1	+11	-2	+10	-46	-14	+8	-12	+6	-9	-7	-14	-7
New York	+20	-21	-8	-3	-4	+22	-24	-13	+7	-4	-6	-28	-36	-39	-30
Philadelphia	+15	+2	+4	+3	+6	+125	-33	-21	-6	+8	+70	+9	+16	+10	+24
Cleveland	+61	-31	-9	+27	+9	+45	-10	+17	+18	+15	+86	-6	-9	+6	+13
Richmond	-4	-26	-2	-7	-10	+33	-12	-10	-11	-2	+8	-17	-18	+7	-6
Atlanta	+48	-23	+12	+10	+10	+45	+23	+13	+20	+25	+117	+28	+37	+94	+65
Chicago	+55	-7	+8	+1	+12	+46	-5	0	-2	+7	+66	-4	-5	+10	+13
St. Louis	+20	+1	-5	+3	+4	+4	-26	+18	-27	-9	+32	-11	-10	+2	+1
Minneapolis	+78	+5	+21	+46	+36	+60	-11	-22	+12	+6	+83	+5	+33	-41	-3
Kansas City	+26	-13	-40	-16	-13	+22	-30	+40	0	+9	+10	-19	0	-24	-10
Dallas	+32	+10	+12	-11	+8	+44	-30	-8	+5	-3	+90	+30	+31	+35	+40
San Francisco	+30	-6	+49	+29	+23	+16	-18	+18	-7	+1	0	+11	-5	-7	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
	Apr. 11	Apr. 4	Mar. 28	Mar. 21	Apr. 11	Apr. 11	Apr. 4	Mar. 28	Mar. 21	Apr. 11	Apr. 11	Apr. 4	Mar. 28	Mar. 21	Apr. 11
United States	-5	-17	-11	-1	-9	+30	-15	-1	+4	+3	-16	+3	+7	+12	+1
Boston	-16	-21	-35	-21	-24	+3	-23	-10	-3	-8	-24	-3	+3	+21	-3
New York	-27	-35	-50	-27	-36	+13	-24	-16	-7	-10	-16	-5	-2	+3	-5
Philadelphia	-4	-3	-17	+3	-6	+36	-4	-2	+2	+7	-15	-7	+3	+9	-3
Cleveland	-20	-31	-20	-11	-22	+44	-23	-4	+17	+6	-21	+4	+9	+15	+1
Richmond	+22	+4	-8	+2	+4	+7	-19	-7	-5	-6	-25	+2	+5	+12	-2
Atlanta	-2	-40	+30	-11	-8	+47	-12	+20	+20	+17	-13	+9	+12	+13	+5
Chicago	+31	-7	+4	+16	+11	+51	-6	+3	+4	+11	-2	+6	+11	+11	+7
St. Louis	-29	-20	-19	-31	-25	+9	-11	-3	-10	-5	-16	+1	+12	+19	+3
Minneapolis	+36	-11	+14	-33	-8	+68	-1	+10	-11	+10	-8	+17	+14	+28	+11
Kansas City	+31	-25	-20	+29	+1	+22	-20	-14	-8	-6	-19	+2	+5	+22	+1
Dallas	-39	-19	-32	+9	-17	+29	0	+7	+15	+12	-20	+16	+14	+15	+6
San Francisco	+17	+30	+60	+68	+44	+19	+1	+35	+23	+18	-21	+12	+8	+9	+1

For footnotes, see page 1.