

DATA FILE
REFERENCE LIBRARY
FEDERAL RESERVE BANK
OF CHICAGO

WEEKLY REPORT ON DEPARTMENT STORE SALES—UNITED STATES SUMMARY

NOT FOR PUBLICATION

Sales in selected departments

LIBRARY

July 20, 1953.

JUL 22 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 aver. monthly sales = 100)								
	One week ending				4 weeks ending	1953				1953				1952				
	July 11	July 4*	June 27	June 20	July 11	July 11	July 4	June 27	June 20	June	May	Apr.	Mar.	July	June	May	Apr.	Mar.
GRAND TOTAL SALES <u>1/2/</u>	+11	+ 1	+ 2	+11	+ 6	178	152	180	216	e207	210	202	212	155	196	210	204	195
Furniture & bedding	+19	r+ 1	+ 4	+ 5	+ 7	232	r164	195	215	e214	217	209	199	196	201	220	186	191
Domestic fl. cov'gs.	- 1	r+ 3	- 3	+ 3	- 1	145	111	136	157	e143	173	179	169	127	146	188	165	171
Major appliances	+12	r- 6	- 9	-11	- 5	265	227	282	259	e264	228	193	226	300	278	262	167	207
Radio, phonograph, TV <u>1/</u>	- 8	-33	-20	- 7	-18	229	175	218	254	e219	212	232	289	247	238	244	216	297
Total of 4 depts. <u>1/</u>	+11	r- 6	- 3	0	0	217	r163	198	213	e206	208	202	206	202	205	222	181	200
ALL OTHER SALES <u>1/</u>	+11	r+ 2	+ 3	+13	+ 8	174	151	178	216	e207	210	202	213	150	195	209	207	194

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.

*In using year ago comparisons allowance should be made for the fact that stores in some cities were closed on Saturday July 5 as well as Friday July 4 last year, and therefore the week this year had one more trading day.

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
	July 11	July 4*	June 27	June 20	July 11	July 11	July 4*	June 27	June 20	July 11	July 11	July 4*	June 27	June 20	July 11
United States	+19	r+ 1	+ 4	+ 5	+ 7	- 1	r+ 3	- 3	+ 3	- 1	+12	r- 6	- 9	-11	- 5
Boston	+ 2	+ 8	+ 7	+ 7	+ 6	-17	+ 8	- 9	-12	- 9	-13	-54	-21	-24	-30
New York	+ 3	+ 8	+ 8	0	+ 4	+ 2	+16	- 3	- 9	0	+ 9	+21	+35	+ 8	+18
Philadelphia	+43	+26	- 4	+ 8	+16	- 5	+54	-19	-12	- 1	+49	+32	- 3	-14	+12
Cleveland	+71	r-42	+16	+ 5	+12	+10	r-24	+18	+ 9	+ 4	+15	r-33	-13	-20	-14
Richmond	+ 3	+ 9	- 2	-20	- 3	+11	- 6	-10	+ 5	+ 1	- 9	-12	-33	-43	-26
Atlanta	-21	+59	- 8	+23	+ 6	-31	+95	+ 3	-24	- 4	+10	+36	-38	-38	-17
Chicago	+23	0	+ 4	+20	+12	+13	+ 2	- 1	+ 7	+ 5	+30	+10	+ 3	- 7	+ 8
St. Louis	+26	- 4	+ 7	+ 4	+ 9	-18	+15	-51	+100	- 3	+19	- 5	-17	+ 3	- 3
Minneapolis	+34	+30	+46	+13	+28	0	+12	+71	-13	+14	+30	+32	+10	+ 7	+18
Kansas City	+21	-22	-19	- 4	- 5	-12	-37	-27	+ 5	-18	-19	-28	-24	+47	- 7
Dallas	+14	+13	+ 7	+34	+17	-31	-45	-11	- 7	-24	- 1	-16	- 5	- 3	- 6
San Francisco	-10	-11	-16	- 7	-11	-14	-15	-23	- 7	-15	- 4	-17	- 4	-12	- 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
	July 11	July 4*	June 27	June 20	July 11	July 11	July 4*	June 27	June 20	July 11	July 11	July 4*	June 27	June 20	July 11
United States	- 8	-33	-20	- 7	-18	+11	r- 6	- 3	0	0	+11	+ 1	+ 2	+11	+ 6
Boston	-33	-57	-45	- 6	-35	-12	-28	-12	- 6	-14	+ 1	+ 5	+ 5	+10	+ 6
New York	-13	+ 7	+23	+10	+ 7	+ 2	+10	+10	0	+ 5	+ 2	+12	+ 6	+ 8	+ 7
Philadelphia	+ 4	-11	-11	- 9	- 7	+32	+27	- 6	0	+11	+14	+19	+ 4	+ 9	+11
Cleveland	+25	-60	-37	-16	-24	+44	r-39	+ 4	0	+ 2	+26	-10	+ 2	+ 9	+ 7
Richmond	-33	-40	-26	-13	-28	- 3	- 6	-15	-21	-11	+ 8	+ 7	+ 2	+ 2	+ 4
Atlanta	-40	- 2	-27	-26	-25	-21	+42	-20	-15	- 8	+ 5	r+17	- 5	+14	+ 7
Chicago	+19	-24	-17	- 3	- 7	+22	- 1	0	+ 8	+ 8	+17	- 1	+ 3	+14	+ 9
St. Louis	+19	-37	-18	- 3	-10	+17	- 7	-18	+17	+ 1	+11	- 6	- 5	+20	+ 5
Minneapolis	-48	-17	-26	0	-25	+11	+20	+28	+ 4	+14	+ 4	+17	+ 9	+15	+11
Kansas City	-35	-79	-39	-47	-51	- 7	-37	-25	+ 9	-15	+13	-14	- 3	+22	+ 5
Dallas	-47	-53	-51	-46	-49	-13	-22	-13	- 7	-14	0	-12	- 7	+13	- 1
San Francisco	-22	-30	-14	+26	-10	-12	-17	-15	- 2	-11	+ 2	- 7	- 2	+12	+ 2

For footnotes, see page 1.