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REFERENCE LIBRARY DATA FILE ONTA LIBRATION WEEKLY REPORT ON DEPARTMENT STORE SALES—UNITED STATES SUMMARY LIBRATION FOR PUBLICATION Sales in selected departments

Sales in selected departments

	noage one	ange from	a year a				sted inde			DAM	n thuy	unad ju	sted	index	es	- •	
	One wee	ek ending		4 weeks (1941 aver. weekly sales=100)						1 1911 averbre-moen				tniy sales = 100)			
July .	II July l	ı∗ June 27	June 20	1	July			June 20	June			Mar.	July			Apr.	Mar.
+11	+ 1	+ 2	+11	+6	178	152	180	216	e207	210	202	212	155	196	210	204	195
+19	r+ 1	+ 4	# 5	+ 7	232	r164	195	215	e214	217	209	199	196	201	220	186	191
- 1	r+ 3	- 3	+ 3	-1	145	111	136	157	e143	173	179	169	127	146	188	165	171
+12	r- 6	- 9	-11	- 5	265	227	282	259	e264	228	193	226	300	278	262	167	207
- 8	- 33	- 20	- 7	-18	229	175	218	254	e219	212	232	289	247	238	51गेर	216	297
+11	r- 6	- 3	0	0	217	r163	198	213	e206	208	202	206	202	205	222	181	200
+11	r+ 2	+ 3	+13	+ 8	174	151	178	216	e20 7	210	202	213	150	195	209	207	194
	+19 - 1 +12 - 8 +11	July 11 July 1 +11 + 1 +19 r+ 1 - 1 r+ 3 +12 r- 6 - 8 -33 +11 r- 6	+11 +1 +2 +19 r+1 +4 -1 r+3 -3 +12 r-6 -9 -8 -33 -20 +11 r-6 -3	July 11 July 1* June 27 June 20 +11 +1 +2 +11 +19 r+1 +4 +5 -1 r+3 -3 +3 +12 r-6 -9 -11 -8 -33 -20 -7 +11 r-6 -3 0	One week ending July 11 July 4* June 27 June 20 July 11 +11 +1 +2 +11 +6 +19 r+1 +4 +5 +7 -1 r+3 -3 +3 -1 +12 r-6 -9 -11 -5 -8 -33 -20 -7 -18 +11 r-6 -3 0 0	One week ending July 11 July 4* June 27 June 20 July 11 July +11 +1 +2 +11 +6 178 +19 r+1 +4 +5 +7 232 -1 r+3 -3 +3 -1 145 +12 r-6 -9 -11 -5 265 -8 -33 -20 -7 -18 229 +11 r-6 -3 0 0 217	One week ending 195 July 11 July 1* June 27 June 20 July 11 July 11 July 11 July	One week ending ending 1953 July II July 4* June 27 June 20 July II July II July 4 June 27 +11 +1 +2 +11 +6 178 152 180 +19 r+1 +4 +5 +7 232 r164 195 -1 r+3 -3 +3 -1 145 111 136 +12 r-6 -9 -11 -5 265 227 282 -8 -33 -20 -7 -18 229 175 218 +11 r-6 -3 0 0 217 r163 198	One week ending ending 1953 July 11 July 4* June 27 June 20 July 11 July 11 July 4 June 27 June 20 +11 +1 +2 +11 +6 178 152 180 216 +19 r+1 +4 +5 +7 232 r164 195 215 -1 r+3 -3 +3 -1 145 111 136 157 +12 r-6 -9 -11 -5 265 227 282 259 -8 -33 -20 -7 -18 229 175 218 254 +11 r-6 -3 0 0 217 r163 198 213	One week ending ending 1953 July 11 July h* June 27 June 20 July 11 July 11 July 4 June 27 June 20 June +11 +1 +2 +11 +6 178 152 180 216 e207 +19 r+1 +4 +5 +7 232 r164 195 215 e214 -1 r+3 -3 +3 -1 145 111 136 157 e143 +12 r-6 -9 -11 -5 265 227 282 259 e264 -8 -33 -20 -7 -18 229 175 218 254 e219 +11 r-6 -3 0 0 217 r163 198 213 e206	One week ending The week of the ending The end end end end end end end end end en	One week ending 1941 2014 3165 1007	One week ending The week 1941 3ver. weekly 3stes-1007 1941 3ver. weekly 1953	One week ending 4 weeks (1941 aver. weeks) 51 1953	One week ending ending 1953 1953 1955 1955 1955 1955 1955 1955	One week ending 1 weeks 1941 aver, weekly sales = 100 1953 1953 1952 1952	One week ending 4 weeks 1953 1953 1953 1952 July 11 July 1* June 27 June 20 July 11 July 11 July 14 June 27 June 20 June May Apr. Mar. July June May Apr. +11

r-Revised. e--Estimated from weekly sales 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.

Monthly indexes for this category are not released publicly; they are shown here solely to permit comparisons with departmental changes. 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.

CONFIDENTIAL

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES-SUMMARY BY DISTRICTS

NOT FOR PUBLICATION

Sales in Selected Departments

		/	(Percent	age chang	e from co	rrespon	ding cer	riod a yea	ar ago)				age 2.			
	Fur	niture ar				rresponding period a year ago) Domestic floor coverings					Major household appliances					
		One week			4 weeks	One week ending				4 weeks		One week		4 weeks ending		
	July 1	IJuly 4	* June 27	7 June 20	July 11	July 11	July 43	* June 27	June 20	July 11	July	ll July 43	* June 2	2 7 June 2 0	July 11	
United States	+19	r+ 1	+4	+ 5	+ 7	- 1	r+ 3	- 3	+ 3	- 1	+12	r- 6	- 9	-11_	1 - 5	
Poston	+ 2	+ 8	+ 7	+ 7	+6	-17	+ 8	- 9	-12	- 9	-13	- 54	-21	-24	-30	
ew 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	Ó	+ 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	<u> </u>	-15	1 - 4	-17	- 4	- 12	1-9	
	Radios	phonogr	aphs, tel	evision,e		Total	L of 4 de	epartment	S	1	Gran	nd Total	store 2/	ore 2/		
	One week ending				4 weeks	one week ending end:					One week ending				4 weeks	
				71 5000 00	July 11	1 5.7 77	Jan V Je	*Line 27	June 20) III V]	T11] Tr	77 Tu] 37 10	V I Town	07 7 00	July 11	
	July]	I July 4	* June 2	7 June 20	710013 <u></u>		= 10 a = 3 4	. Journal			Jours			27 June 20		
United States	July 1.	-33	- 20	- 7	-18	+11	'r - 6	- 3	0	0	+11	+1	+ 2	+11	+ 6	
United States Boston						+11 -12	r- 6 -28	- 3 -12	<u> </u>	0 -14	+11 + 1	+ <u>1</u> + 5	+ 2	+11 +10	+ 6 + 6	
	- 8	-33	- 20	- 7	-18	+11 -12 + 2	r- 6 -28 +10	- 3 -12 +10	0	0 -14 + 5	+ <u>11</u> + 1 + 2	+ 1 + 5 +12	+ 2 + 5 + 6	+11 +10 + 8	+ 6 + 6 + 7	
Boston	- 8 -33 -13 + 4	-33 -57 + 7 -11	<u>-20</u> -45	- 7 - 6	-18 -35	+11 -12 + 2 +32	r- 6 -28 +10 +27	- 3 -12 +10 - 6	- 6 0 0	0 -14 + 5 +11	+11 + 1 + 2 +14	+ 1 + 5 +12 +19	+ 2 + 5 + 6 + 4	+11 +10 + 8 + 9	+ 6 + 6 + 7 +11	
Boston New York	- 8 -33 -13	-33 -57 + 7	-20 -45 +23	- 7 - 6 +10	-18 -35 + 7	+11 -12 + 2	r- 6 -28 +10	- 3 -12 +10	0 - 6 0	0 -14 + 5	+ <u>11</u> + 1 + 2	+ 1 + 5 +12	+ 2 + 5 + 6	+11 +10 + 8	+ 6 + 6 + 7	
Boston New York Philadelphia	- 8 -33 -13 + 4 +25	-33 -57 + 7 -11	-20 -45 +23 -11	- 7 - 6 +10 - 9 -16	-18 -35 + 7 - 7	+11 -12 + 2 +32 +44 - 3	r- 6 -28 +10 +27 r-39	- 3 -12 +10 - 6 + 4	0 - 6 0 0 0	0 -14 + 5 +11 + 2	+11 + 1 + 2 +14 +26 + 8	+ 1 + 5 +12 +19 -10 + 7	+ 2 + 5 + 6 + 4 + 2	+11 +10 + 8 + 9 + 9 + 2	+ 6 + 6 + 7 +11 + 7 + 4	
Boston New York Philadelphia Cleveland	- 8 -33 -13 + 4 +25	-33 -57 + 7 -11 -60	-20 -45 +23 -11 -37	- 7 - 6 +10 - 9	-18 -35 + 7 - 7 -24	+11 -12 + 2 +32 +44 - 3 -21	r- 6 -28 +10 +27 r-39 - 6 +l ₁ 2	- 3 -12 +10 - 6 + 4 -15 -20	0 - 6 0 0 0 -21 -15	0 -14 +5 +11 +2 -11 -8	+11 + 1 + 2 +14 +26 + 8 + 5	+ 1 + 5 +12 +19 -10 + 7 r+17	+ 2 + 6 + 4 + 2 + 5	+11 +10 + 8 + 9 + 9 + 2 +14	+ 6 + 6 + 7 +11 + 7 + 4 + 7	
Boston New York Philadelphia Cleveland Richmond	- 8 -33 -13 + 4 +25 -33 -40 +19	-33 -57 + 7 -11 -60 -40 - 2 -24	-20 -45 +23 -11 -37 -26 -27 -17	- 7 - 6 +10 - 9 -16 -13 -26	-18 -35 + 7 - 7 -24 -28	+11 -12 + 2 +32 +44 - 3 -21 +22	r- 6 -28 +10 +27 r-39 - 6 +42 - 1	- 3 -12 +10 - 6 + 4 -15 -20 0	0 - 6 0 0 0 -21 -15 + 8	0 -14 +5 +11 +2 -11 -8 +8	+11 + 1 + 2 +14 +26 + 8 + 5 +17	+ 1 + 5 +12 +19 -10 + 7 r+17 - 1	+ 2 + 6 + 4 + 2 + 5 + 3	+11 +10 + 8 + 9 + 9 + 2 +14 +14	+ 6 + 6 + 7 +11 + 7 + 4 + 7 + 9	
Boston New York Philadelphia Cleveland Richmond Atlanta	- 8 -33 -13 + 4 +25 -33 -40	-33 -57 + 7 -11 -60 -40 - 2	-20 -45 +23 -11 -37 -26 -27	- 7 - 6 +10 - 9 -16	-18 -35 + 7 - 7 -24 -28 -25	+11 -12 + 2 +32 +44 - 3 -21	r- 6 -28 +10 +27 r-39 - 6 +l ₁ 2	- 3 -12 +10 - 6 + 4 -15 -20	0 - 6 0 0 0 -21 -15	0 -14 +5 +11 +2 -11 -8	+11 + 1 + 2 +14 +26 + 8 + 5	+ 1 + 5 +12 +19 -10 + 7 r+17	+ 2 + 6 + 4 + 2 + 5	+11 +10 + 8 + 9 + 9 + 2 +14	+ 6 + 6 + 7 +11 + 7 + 4 + 7	
Boston New York Philadelphia Cleveland Richmond Atlanta hicago St. Louis	- 8 -33 -13 + 4 +25 -33 -40 +19 +19	-33 -57 + 7 -11 -60 -40 - 2 -24 -37	-20 -45 +23 -11 -37 -26 -27 -17 -18	- 7 - 6 +10 - 9 -16 -13 -26 - 3	-18 -35 + 7 - 7 -24 -28 -25 - 7	+11 -12 + 2 +32 +44 - 3 -21 +22	r- 6 -28 +10 +27 r-39 - 6 +42 - 1	- 3 -12 +10 - 6 + 4 -15 -20 0 -18	0 -6 0 0 0 -21 -15 +8 +17 +4	0 -14 +5 +11 +2 -11 -8 +8 +1 +14	+11 + 1 + 2 +14 +26 + 8 + 5 +17 +11 + 4	+ 1 + 5 +12 +19 -10 + 7 r+17 - 1 - 6 +17	+ 2 + 5 + 4 + 2 + 2 5 3 5 + 7	+11 +10 + 8 + 9 + 9 + 2 +14 +14 +20 +15	+ 6 + 6 + 7 +11 + 7 + 4 + 7 + 9 + 5 +11	
Boston New York Philadelphia Cleveland Richmond Atlanta hicago St. Louis Minneapolis	- 8 -33 -13 + 4 +25 -33 -40 +19 +19	-33 -57 + 7 -11 -60 -40 - 2 -24 -37	-20 -45 +23 -11 -37 -26 -27 -17 -18	- 7 - 6 +10 - 9 -16 -13 -26 - 3 - 3	-18 -35 + 7 - 7 -24 -28 -25 - 7 -10	+11 -12 + 2 +32 +44 - 3 -21 +22 +17	r- 6 -28 +10 +27 r-39 - 6 +12 - 1 - 7	- 3 -12 +10 - 6 + 4 -15 -20 0 -18	0 - 6 0 0 0 -21 -15 + 8 +17 + 4 + 9	0 -14 +5 +11 +2 -11 -8 +8 +1 +14 -15	+11 + 1 + 2 +14 +26 + 8 + 5 +17 +11 + 4 +13	+ 1 + 5 +12 +19 -10 + 7 r+17 - 1 - 6 +17 -14	+ 2 + 6 + 2 + 2 + 3 5 9 3	+11 +10 + 8 + 9 + 9 + 2 +114 +114 +20 +15 +22	+ 6 + 6 + 7 +11 + 7 + 4 + 7 + 9 + 5 +11 + 5	
Boston New York Philadelphia Cleveland Richmond Atlanta hicago St. Louis	- 8 -33 -13 + 4 +25 -33 -40 +19 +19	-33 -57 + 7 -11 -60 -40 - 2 -24 -37	-20 -45 +23 -11 -37 -26 -27 -17 -18	- 7 - 6 +10 - 9 -16 -13 -26 - 3 - 3	-18 -35 + 7 - 7 -24 -28 -25 - 7 -10	+11 -12 + 2 +32 +44 - 3 -21 +22 +17	r- 6 -28 +10 +27 r-39 - 6 +42 - 1 - 7	- 3 -12 +10 - 6 + 4 -15 -20 0 -18	0 -6 0 0 0 -21 -15 +8 +17 +4	0 -14 +5 +11 +2 -11 -8 +8 +1 +14	+11 + 1 + 2 +14 +26 + 8 + 5 +17 +11 + 4	+ 1 + 5 +12 +19 -10 + 7 r+17 - 1 - 6 +17	+ 2 + 5 + 4 + 2 + 2 5 3 5 + 7	+11 +10 + 8 + 9 + 9 + 2 +14 +14 +20 +15	+ 6 + 6 + 7 +11 + 7 + 4 + 7 + 9 + 5 +11	

For footnotes, see page 1.

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