

DATA FILE
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FEDERAL RESERVE BANK
OF CHICAGO

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

NOT FOR PUBLICATION

Sales in selected departments

August 17, 1953

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FEDERAL RESERVE BANK OF CHICAGO

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				
	Aug. 8	Aug. 1	July 25	July 18		Aug. 8	Aug. 8	Aug. 1	July 25	July 18	July	June	May	Apr.	Aug.	July	June	May
GRAND TOTAL SALES <u>1/2/</u>	+ 1	- 1	+ 5	+ 2	+ 2	175	161	158	164	e159	207	210	202	184	155	196	210	204
Furniture & bedding	+ 3	+ 1	+ 9	+11	+ 5	270	268	250	258	e213	216	217	209	251	196	201	220	186
Domestic fl. cov'gs	+ 4	- 2	+ 7	+ 5	+ 2	182	160	157	156	e129	146	173	179	179	127	146	188	165
Major appliances	+ 9	0	- 1	-12	- 4	229	248	244	235	e285	260	228	193	252	300	278	262	167
Radio, phonograph, TV <u>1/</u>	- 6	0	- 8	-19	-10	244	237	232	224	e208	216	212	232	281	247	238	244	216
Total of 4 depts. <u>1/</u>	+ 1	- 1	+ 3	+ 1	+ 1	240	236	225	227	e206	207	208	202	237	202	205	222	181
ALL OTHER SALES <u>1/</u>	+ 1	- 1	+ 5	+ 2	+ 2	167	153	151	156	e154	207	210	202	178	150	195	209	207

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
	Aug. 8	Aug. 1	July 25	July 18		Aug. 8	Aug. 1	July 25	July 18		Aug. 8	Aug. 1	July 25	July 18	
United States	+ 3	+ 1	+ 9	+11	+ 5	+ 4	- 2	+ 7	+ 5	+ 2	+ 9	0	- 1	-12	- 4
Boston	+ 2	+12	+19	0	+ 8	+12	+17	+ 9	-24	+11	+ 8	+13	-32	-33	-16
New York	- 4	+ 2	-10	+ 9	- 1	+ 9	+ 2	+26	+38	+17	-30	- 7	+13	-24	-14
Philadelphia	+21	+17	+ 7	+ 5	+12	+12	+ 9	-21	+12	+ 6	- 8	-29	+ 5	-20	-13
Cleveland	- 2	-15	+15	+13	+ 2	+ 5	-19	+ 1	- 8	- 5	+12	+ 2	- 2	- 6	+ 1
Richmond	+28	+ 1	+ 6	+ 4	+10	+14	- 9	+24	0	+ 6	-14	+ 3	-21	-36	-19
Atlanta	- 8	- 3	+23	+24	+ 8	+ 6	+28	+20	+14	+18	+37	+18	+16	-17	+13
Chicago	+10	+ 7	+27	+ 8	+12	+ 2	- 1	+ 7	+11	+ 4	+ 7	- 3	- 9	-20	- 7
St. Louis	-10	-12	+16	+38	+ 4	-42	-18	-12	-15	-24	+14	+29	- 3	- 2	+ 9
Minneapolis	- 7	+ 4	+14	+19	+ 5	+13	+11	+28	-10	+10	+12	+11	+63	+ 4	+21
Kansas City	-12	+16	- 6	0	- 1	0	+19	- 9	+ 5	+ 3	+16	0	+26	- 2	+ 9
Dallas	- 1	- 8	+ 6	+17	+ 6	- 6	-29	-22	- 3	-13	-22	- 2	+ 9	- 4	- 6
San Francisco	+ 2	- 2	+ 6	+14	+ 4	-18	-14	+ 5	- 8	-10	-13	-23	-15	+23	- 8
	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
	Aug. 8	Aug. 1	July 25	July 18		Aug. 8	Aug. 1	July 25	July 18		Aug. 8	Aug. 1	July 25	July 18	
United States	- 6	0	- 8	-19	-10	+ 1	- 1	+ 3	+ 1	+ 1	+ 1	- 1	+ 5	+ 2	+ 2
Boston	- 4	+32	+18	-27	+ 2	+ 4	+18	- 1	-19	0	+ 1	- 2	+11	- 2	+ 2
New York	- 7	- 8	-25	-12	-13	- 4	+ 1	- 6	+ 7	0	+ 1	r- 2	- 1	+ 2	0
Philadelphia	+20	+20	- 3	-26	- 1	+19	+ 9	+ 1	- 2	+ 7	+11	- 2	+ 5	+ 6	+ 5
Cleveland	- 2	-14	- 7	- 7	- 7	+ 1	-14	+ 8	+ 4	0	0	+ 2	+ 6	+ 6	+ 4
Richmond	- 7	-19	-35	-42	-27	+14	- 3	- 4	-10	- 1	+ 4	- 8	0	- 4	- 2
Atlanta	+ 4	-28	-30	-45	-27	+ 4	+ 2	+12	- 6	+ 4	+ 4	+ 5	+10	+ 2	+ 5
Chicago	- 4	+10	+18	-16	+ 1	+ 6	+ 4	+13	- 2	+ 5	0	+ 1	+10	+ 2	+ 3
St. Louis	-26	+14	-18	-39	-19	-16	- 4	+ 2	+10	- 3	- 1	- 7	+ 3	+ 1	- 1
Minneapolis	-31	+14	-26	-43	-21	- 5	+12	+14	- 3	+ 5	+ 3	+ 5	+ 6	+ 2	+ 4
Kansas City	-53	-25	-88	-23	-48	-13	+ 6	-13	- 5	- 7	- 3	- 4	0	+ 5	- 1
Dallas	-20	-14	-18	-31	-30	-14	-14	- 2	- 1	- 7	- 1	+ 1	+ 3	+ 4	+ 2
San Francisco	+15	+39	+36	+ 5	+22	- 3	- 3	+ 6	+10	+ 2	0	r- 5	+ 2	+ 2	0

For footnotes, see page 1.