

CONFIDENTIAL

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

NOT FOR PUBLICATION

Sales in selected departments

October 5, 1953

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OCT 5 1953
FEDERAL RESERVE BANK OF ST. LOUIS

DATA FILE
REFERENCE LIBRARY
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 Sept. 26	1953				1953				1952				
	Sept. 26	Sept. 19	Sept. 12*	Sept. 5*		Sept. 26	Sept. 19	Sept. 12	Sept. 5	Aug.	July	June	May	Sept.	Aug.	July	June	May
GRAND TOTAL SALES <u>1/2/</u>	+ 3	+10	-11	- 5	- 1	238	238	201	191	p184	163	207	210	213	184	155	196	210
Furniture & bedding	0	+ 3	-19	+ 7	- 3	256	247	199	242	p264	218	216	217	220	251	196	201	220
Domestic fl. cov'gs	+17	- 1	-21	-14	- 7	268	239	193	168	p188	132	146	173	202	179	127	146	188
Major appliances	- 7	+11	-20	+ 7	- 5	226	245	184	228	p242	286	260	228	258	252	300	278	262
Radio, phonograph, TV ^{1/}	-15	- 8	-21	-11	-17	420	419	308	294	p278	211	216	212	392	281	247	238	244
Total of 4 depts. <u>1/</u>	- 1	+ 1	-21	+ 1	- 6	271	262	206	228	p241	208	207	208	240	237	202	205	222
ALL OTHER SALES <u>1/</u>	+ 4	r+12	-10	- 6	0	235	235	200	186	p177	158	207	210	210	178	150	195	209

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).

3/ Special sales occurred in week ending Sept. 13, 1952, whereas this year they occurred in week ending Sept. 19.

Note:--Total national sample is comprised of some 115 stores (varies slightly among departments) of the approximately 350 stores regularly reporting monthly departmental figures.

*--Labor day in 1952 fell in the week ending Sept. 6, whereas this year it fell one week later. Therefore, the week ending Sept. 5, 1953 had one more trading day than the corresponding week last year, while the week ending September 12, 1953 had one less trading day than the week ending September 13 last year.

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
	Sept. 26	Sept. 19	Sept. 12	Sept. 5	Sept. 26	Sept. 26	Sept. 19	Sept. 12	Sept. 5	Sept. 26	Sept. 26	Sept. 19	Sept. 12	Sept. 5	Sept. 26
United States	0	+ 3	-19	+ 7	- 3	+17	- 1	-21	-14	- 7	- 7	+11	-20	+ 7	- 5
Boston	- 3	+16	-15	- 3	- 2	-15	-22	- 6	-34	-19	- 1	+ 8	-27	- 8	- 8
New York	+ 3	-10	-17	-17	-10	+ 7	-19	- 5	-42	-14	- 2	+15	-34	+ 8	- 5
Philadelphia	-16	- 1	-29	+41	- 3	+ 5	+98	-41	-12	+ 2	-35	+23	-49	+74	- 7
Cleveland	-11	+ 4	-24	+35	0	+54	-14	-37	+ 5	+ 1	-10	- 7	-15	- 6	- 9
Richmond	- 9	-10	-18	+18	- 5	+ 7	- 6	-31	-12	-10	-25	- 3	- 8	+22	- 5
Atlanta	- 2	+39	- 6	-16	+ 1	+130	-14	+60	-38	+21	+29	+43	+31	-16	+20
Chicago	+17	+19	-18	+ 2	+ 5	- 1	+ 1	-25	+ 2	- 6	+ 6	+10	-18	0	- 1
St. Louis	- 5	+25	- 1	+ 9	+ 7	+42	- 5	-44	+21	- 3	-15	+ 2	- 4	+ 4	- 3
Minneapolis	+38	+ 4	-29	+29	+ 7	-10	+21	-46	+18	- 8	-13	- 3	-29	+80	+ 1
Kansas City	- 8	-22	-33	+12	-13	- 6	+ 9	-27	+12	- 4	-22	-39	-24	+28	-18
Dallas	+23	+15	-24	-24	- 4	- 8	-32	-42	-48	-32	-23	+83	-48	+ 3	- 5
San Francisco	- 7	+ 4	-14	+25	+ 1	+ 7	r-15	-26	- 3	- 9	-23	r+17	-40	-11	-17
	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
	Sept. 26	Sept. 19	Sept. 12	Sept. 5	Sept. 26	Sept. 26	Sept. 19	Sept. 12	Sept. 5	Sept. 26	Sept. 26	Sept. 19	Sept. 12	Sept. 5	Sept. 26
United States	-15	- 8	-21	-11	-17	- 1	+ 1	-21	+ 1	- 6	+ 3	+10	-11	- 5	- 1
Boston	+11	-28	-46	-46	-30	- 3	- 3	-23	-17	-12	+ 8	+12	- 4	-21	- 1
New York	-29	+20	- 9	+ 4	- 7	0	- 8	-15	-20	-10	+ 7	r+ 7	-16	-20	- 5
Philadelphia	-42	+36	-48	- 4	-23	-18	+26	-38	+29	- 5	0	+20	-25	-13	- 5
Cleveland	-15	-33	-27	-27	-26	+ 3	- 8	-26	+15	- 5	+ 1	+17	-10	- 2	+ 2
Richmond	-11	+ 4	-18	- 6	- 8	- 9	- 6	-19	+ 9	- 7	- 1	+11	-10	- 7	- 2
Atlanta	-35	+10	- 7	-39	-19	+12	+20	+10	-25	+ 3	+ 3	r+ 7	-11	+ 8	+ 2
Chicago	+ 6	+ 7	-17	-18	- 5	+ 9	+12	-19	- 2	0	+ 6	+11	- 3	- 6	+ 2
St. Louis	-10	-29	-39	-45	-31	0	+ 3	-20	- 3	- 5	- 3	+ 8	-16	- 5	- 4
Minneapolis	-47	-32	-55	-21	-40	-11	- 4	-39	+23	-10	+ 8	3/+11	3/-10	+13	+ 5
Kansas City	-25	-44	-22	- 3	-26	-16	-28	-27	+11	-16	- 1	- 5	-11	+15	- 1
Dallas	-18	- 3	-24	-15	-15	- 6	+18	-35	-17	-11	- 1	+ 3	-11	+ 9	0
San Francisco	-10	-25	+12	+75	- 2	- 8	- 8	-16	+21	- 4	+ 3	+ 4	-13	+11	+ 1

For footnotes, see page 1.