

CONFIDENTIAL

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

NOT FOR PUBLICATION

Sales in selected departments

November 2, 1953

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 FEDERAL RESERVE
 BANK OF ST. LOUIS

Department	Percentage change from a year ago					Weekly unadjusted indexes (1941 aver. weekly sales=100)				Monthly unadjusted indexes (Average monthly sales = 100)								
	One week ending				4 weeks ending	1953				1953			1952					
	Oct. 24	Oct. 17	Oct. 10	Oct. 3	Oct. 24	Oct. 24	Oct. 17	Oct. 10	Oct. 3	Sept.	Aug.	July	June	Oct.	Sept.	Aug.	July	June
GRAND TOTAL SALES <u>1/2/</u>	- 8	- 4	- 3	- 2	- 4	227	240	245	227	p214	184	163	207	246	213	184	155	196
Furniture & bedding	+ 3	- 3	- 4	- 1	- 2	280	282	270	271	p211	261	218	216	247	220	251	196	201
Domestic fl. cov'gs	+ 7	+ 1	- 6	+21	+ 4	289	303	276	296	p189	186	132	146	251	202	179	127	146
Major appliances	- 1	- 9	-11	- 9	- 8	226	227	218	221	p231	237	286	260	256	258	252	300	278
Radio, phonograph, TV <u>1/</u>	-23	-19	-17	-15	-20	386	414	414	404	p339	267	211	216	476	392	281	247	238
Total of 4 depts. <u>1/</u>	- 2	- 5	- 8	- 1	- 4	284	291	278	282	p221	240	208	207	273	240	237	202	205
ALL OTHER SALES <u>1/</u>	- 9	- 4	- 2	- 1	- 4	221	234	242	221	p213	177	158	207	242	210	178	150	195

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).

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
	Oct.24	Oct.17	Oct.10	Oct.3	Oct.24	Oct.24	Oct.17	Oct.10	Oct.3	Oct.24	Oct.24	Oct.17	Oct.10	Oct.3	Oct.24
United States	+ 3	- 3	- 4	- 1	- 2	+ 7	+ 1	- 6	+21	+ 4	- 1	- 9	-11	- 9	- 8
Boston	- 1	-12	- 9	+11	- 3	+15	+ 8	-22	- 6	- 2	-29	-13	-15	-50	-30
New York	0	+ 1	- 8	-11	- 4	+ 8	+ 9	-10	+85	+18	- 3	-10	-12	-23	-11
Philadelphia	+11	+23	+ 5	- 4	+ 9	+18	+ 8	- 5	+22	+10	-21	-10	-10	-22	-16
Cleveland	- 6	+ 4	-10	+11	- 1	+44	+10	- 1	+ 9	+16	+ 4	-17	-16	+12	- 6
Richmond	-17	-21	- 5	-17	-15	-13	- 4	-13	- 7	- 9	- 1	-17	-20	-27	-18
Atlanta	+ 7	-15	+ 1	- 5	- 4	- 7	-10	+22	+ 3	+ 4	+84	-11	- 2	-10	+15
Chicago	+28	- 6	0	+13	+ 8	+ 9	- 3	- 7	- 4	- 1	- 2	+ 9	-10	+ 4	0
St. Louis	-14	-16	- 4	+ 1	- 8	-25	- 9	-12	-19	-16	- 2	+ 9	-13	-18	- 7
Minneapolis	+ 9	+ 8	- 2	-11	+ 2	-24	+ 4	+10	+12	- 4	+22	- 9	+35	- 7	+ 9
Kansas City	+12	- 2	-12	- 4	- 2	-15	- 3	0	-15	- 7	-26	-43	-22	+21	-21
Dallas	-36	-28	+60	- 1	- 8	-46	-28	+50	-32	-17	-44	- 9	+ 4	-49	-26
San Francisco	- 6	-16	- 8	+ 1	- 7	- 9	-24	-22	-16	-18	-23	-10	-15	- 7	-14
	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
	Oct.24	Oct.17	Oct.10	Oct.3	Oct.24	Oct.24	Oct.17	Oct.10	Oct.3	Oct.24	Oct.24	Oct.17	Oct.10	Oct.3	Oct.24
United States	-23	-19	-17	-15	-20	- 2	- 5	- 8	- 1	- 4	- 8	- 4	- 3	- 2	- 4
Boston	-39	-21	-15	-40	-30	-15	-10	-14	-25	-16	-10	- 1	- 4	- 5	- 5
New York	-23	- 9	-24	- 1	-15	0	+ 2	-10	+10	0	- 8	+ 2	- 3	- 3	- 3
Philadelphia	-29	-26	-26	-33	-29	+ 4	+ 9	- 4	- 4	+ 2	- 6	+ 1	- 4	- 4	- 3
Cleveland	-28	-19	-29	0	-21	+ 3	- 1	-12	+ 9	- 1	-14	- 3	- 6	+ 6	- 5
Richmond	-42	-37	-12	-30	-30	-19	-20	-10	-18	-17	-13	- 7	- 5	-10	- 9
Atlanta	+ 4	-20	-13	-47	-23	+18	-14	+ 1	-12	- 4	+ 2	- 3	- 3	- 2	- 1
Chicago	- 5	- 9	+ 4	- 1	- 3	+13	- 3	- 3	+ 5	+ 3	- 4	- 5	- 3	- 3	- 4
St. Louis	-16	-33	-31	-27	-27	-15	-13	-13	-13	-14	-13	- 8	- 2	- 7	- 7
Minneapolis	-36	-39	-19	-34	-32	- 9	-10	+ 4	-13	- 7	- 2	-14	0	- 3	- 4
Kansas City	-39	-43	-25	+19	-27	-18	-26	-15	+ 5	-15	- 8	-10	- 3	- 2	- 6
Dallas	-54	- 1	-24	-43	-31	-44	-16	+18	-33	-21	-27	-21	+23	-15	-12
San Francisco	-11	- 8	- 7	-14	-10	-11	-14	-11	- 8	-11	- 5	- 6	- 6	+ 7	- 3

For footnotes, see page 1.