

CONFIDENTIAL

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

LIBRARY

NOT FOR PUBLICATION

DATA FILE  
REFERENCE LIBRARY  
FEDERAL RESERVE BANK  
OF CHICAGO

Sales in selected departments

NOV 12 1953

November 9, 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 average monthly sales = 100)								
	One week ending				4 weeks ending	1953				1953				1952				
	Oct.31	Oct.24	Oct.17	Oct.10		Oct.31	Oct.31	Oct.24	Oct.17	Oct.10	Oct.	Sept.	Aug.	July	Nov.	Oct.	Sept.	Aug.
GRAND TOTAL SALES <u>1/2/</u>	-2	-8	-4	-3	-5	233	227	240	245	e240	p214	184	163	254	246	213	184	155
Furniture & bedding	+2	+3	-3	-4	-1	282	280	282	270	e250	p211	261	218	228	247	220	251	196
Domestic fl. cov'gs	+4	+7	+1	-6	+1	297	289	303	276	e258	p189	186	132	229	251	202	179	127
Major appliances	-3	-1	-9	-11	-6	225	226	227	218	e235	p231	237	286	210	256	258	252	300
Radio,phonograph,TV <u>1/</u>	-21	-23	-19	-17	-20	401	386	414	414	e395	p339	267	211	459	476	392	281	247
Total of 4 depts. <u>1/</u>	-3	-2	-5	-8	-5	288	284	291	278	e265	p221	240	208	249	273	240	237	202
ALL OTHER SALES <u>1/</u>	-2	-9	-4	-2	-4	226	221	234	242	e237	p213	177	158	254	242	210	178	150

p--Preliminary.

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 montly departmental figures.

## Sales in Selected Departments

(Percentage change from corresponding period a year ago)

Page 2

	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. 31	Oct. 24	Oct. 17	Oct. 10		Oct. 31	Oct. 24	Oct. 17	Oct. 10		Oct. 31	Oct. 24	Oct. 17	Oct. 10	
United States	+ 2	+ 3	- 3	- 4	- 1	+ 4	+ 7	+ 1	- 6	+ 1	- 3	- 1	- 9	-11	- 6
Boston	-20	- 1	-12	- 9	-11	+ 3	+15	+ 8	-22	0	-35	-29	-13	-15	-24
New York	0	0	+ 1	- 8	- 2	+ 5	r+ 6	+ 9	-10	+ 3	-12	r- 4	-10	-12	- 9
Philadelphia	+22	+11	+23	+ 5	+15	+13	+18	+ 8	- 5	+ 8	-23	-21	-10	-10	-16
Cleveland	+ 4	- 6	+ 4	-10	- 2	+21	+44	+10	- 1	+18	+14	+ 4	-17	-16	- 5
Richmond	-20	-17	-21	- 5	-16	- 8	-13	- 4	-13	- 9	- 3	- 1	-17	-20	-11
Atlanta	- 8	+ 7	-15	+ 1	- 4	- 6	- 7	-10	+22	- 1	-25	+84	-11	- 2	+ 8
Chicago	+12	+28	- 6	0	+ 8	+ 1	+ 9	- 3	- 7	0	+14	- 2	+ 9	-10	+ 3
St. Louis	+ 6	-14	-16	- 4	- 7	+ 6	-25	- 9	-12	-10	+13	- 2	+ 9	-13	+ 1
Minneapolis	- 7	+ 9	+ 8	- 2	+ 2	+26	-24	+ 4	+10	- 2	+11	+22	- 9	+35	+15
Kansas City	-12	+12	- 2	-12	- 5	- 9	-15	- 3	0	- 6	0	-26	-43	-22	-25
Dallas	+74	-36	-28	+60	+ 7	-22	-46	-28	+50	-15	-37	-44	- 9	+ 4	-21
San Francisco	- 7	- 6	-16	- 8	- 9	-10	- 9	-24	-22	-17	- 4	-23	-10	-15	-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. 31	Oct. 24	Oct. 17	Oct. 10		Oct. 31	Oct. 24	Oct. 17	Oct. 10		Oct. 31	Oct. 31	Oct. 24	Oct. 17	
United States	-21	-23	-19	-17	-20	- 3	- 2	- 5	- 8	- 5	- 2	- 8	- 4	- 3	- 5
Boston	-20	-39	-21	-15	-24	-21	-15	-10	-14	-15	-11	-10	- 1	- 4	- 6
New York	-15	r-19	- 9	-24	-17	- 1	r- 1	+ 2	-10	- 2	- 8	- 8	+ 2	- 3	- 4
Philadelphia	-18	-29	-26	-26	-25	+ 9	+ 4	+ 9	- 4	+ 5	-11	- 6	+ 1	- 4	- 5
Cleveland	-18	-28	-19	-29	-24	+ 5	+ 3	- 1	-12	- 2	- 1	-14	- 3	- 6	- 6
Richmond	-44	-42	-37	-12	-34	-20	-19	-20	-10	-17	-10	-13	- 7	- 5	- 9
Atlanta	-24	+ 4	-20	-13	-14	-13	+18	-14	+ 1	- 4	0	+ 2	- 3	- 3	- 1
Chicago	+ 4	- 5	- 9	+ 4	- 2	+ 9	+13	- 3	- 3	+ 4	+ 6	- 4	- 5	- 3	- 2
St. Louis	-40	-16	-33	-31	-31	- 4	-15	-13	-13	-11	+ 2	-13	- 8	- 2	- 5
Minneapolis	-34	-36	-39	-19	-32	- 7	- 9	-10	+ 4	- 6	+ 8	- 2	-14	0	- 2
Kansas City	-56	-39	-43	-25	-42	-24	-18	-26	-15	-21	- 2	- 8	-10	- 3	- 6
Dallas	-35	-54	- 1	-24	-29	- 6	-44	-16	+18	-14	+28	-27	-21	+23	- 3
San Francisco	-20	-11	- 8	- 7	-11	-11	-11	-14	-11	-12	- 5	- 5	- 6	- 6	- 6

For footnotes, see page 1.