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 OF CHICAGO

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

NOT FOR PUBLICATION

Sales in selected departments

December 7, 1953

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Department	Percentage change from a year ago					Weekly unadjusted indexes (1947-49 av. wkly sales=100)				Monthly unadjusted indexes (average monthly sales = 100)								
	One week ending				4 wks. ending	1953				1952								
	Nov. 28	Nov. 21	Nov. 14	Nov. 7		Nov. 28	Nov. 21	Nov. 14	Nov. 7	Nov.	Oct.	Sept.	Aug.	Dec.	Nov.	Oct.	Sept.	Aug.
GRAND TOTAL SALES <u>1/2/</u>	- 3	- 3	+ 2	+ 2	- 1	132	131	133	118	e121	p113	100	87	190	121	116	101	87
Furniture & bedding	- 4	- 5	- 3	0	- 3	117	141	141	131	e117	p133	112	136	112	122	133	117	131
Domestic fl. cov'gs	- 3	- 1	+ 1	- 2	- 2	103	132	140	124	e109	p120	93	83	91	113	122	98	80
Major appliances	- 5	r+ 3	+ 2	- 3	- 2	62	77	79	69	e 65	p 78	70	74	66	68	81	78	79
Radio, phonograph, TV	- 4	r 0	- 5	-13	- 7	178	r186	167	137	e154	p139	119	93	244	160	166	137	98
Total of 4 depts. <u>1/</u>	- 4	- 3	- 2	- 3	- 3	109	130	130	116	e108	p117	99	104	114	112	123	107	103
ALL OTHER SALES <u>1/</u>	- 3	r- 4	+ 3	+ 3	0	135	131	133	118	e123	p112	100	84	199	122	115	100	85

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 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
	Nov. 28	Nov. 21	Nov. 14	Nov. 7		Nov. 28	Nov. 28	Nov. 21	Nov. 14		Nov. 7	Nov. 28	Nov. 28	Nov. 21	
United States	- 4	- 5	- 3	0	- 3	- 3	- 1	+ 1	- 2	- 2	- 5	r+ 3	+ 2	- 3	- 2
Boston	-12	- 2	+ 4	+11	+ 1	- 5	-12	-11	+ 1	- 7	-32	+ 5	+29	-40	-13
New York	- 3	0	- 6	- 8	- 5	- 2	+ 9	+ 2	+ 3	+ 3	+ 4	-10	+13	+16	+ 6
Philadelphia	+10	+ 1	+17	- 4	+ 7	+11	+24	- 6	+16	+10	-16	+26	+ 1	-16	0
Cleveland	- 9	-18	- 3	+ 1	- 8	0	-26	+ 6	-19	-11	-11	-17	-12	-15	-14
Richmond	-12	-19	-16	-22	-17	0	- 3	-12	-26	-11	-11	+45	- 2	+ 5	+ 8
Atlanta	+15	r- 2	+16	+ 7	+ 8	- 4	r+ 3	+13	+ 1	+ 3	+ 7	r+73	0	- 1	+17
Chicago	- 6	0	- 5	+10	0	- 7	- 1	+ 3	+ 8	+ 1	0	+ 5	+15	+ 2	+ 5
St. Louis	+ 8	+13	- 6	+21	+ 9	-18	+10	+18	- 8	0	+ 6	- 9	+16	+49	+12
Minneapolis	+ 2	-22	-14	-13	-12	+12	-10	+ 7	-31	- 6	+16	-23	+ 8	+ 9	+ 1
Kansas City	+10	- 8	- 8	+72	+13	+ 5	-28	+ 5	0	- 4	+63	+16	-10	+ 7	+14
Dallas	+25	- 5	-10	+39	+10	-29	+ 8	+ 2	-23	-12	-39	-53	-35	-20	-39
San Francisco	-19	- 8	- 8	- 8	-11	-21	- 6	-11	+ 7	- 8	- 2	- 3	+ 1	+ 6	0
	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
	Nov. 28	Nov. 21	Nov. 14	Nov. 7		Nov. 28	Nov. 28	Nov. 21	Nov. 14		Nov. 7	Nov. 28	Nov. 28	Nov. 21	
United States	- 4	r 0	- 5	-13	- 7	- 4	- 3	- 2	- 3	- 3	- 3	- 3	+ 2	+ 2	- 1
Boston	+51	-19	+24	-16	+ 6	- 4	- 6	+10	-11	- 3	- 4	- 5	+ 3	- 1	- 2
New York	+14	-13	-11	-15	- 7	- 1	0	- 4	- 5	- 2	- 6	r 0	+ 3	- 4	- 2
Philadelphia	-12	-12	- 8	-16	-12	+ 4	+ 6	+ 6	- 2	+ 4	- 6	+ 1	+13	-12	0
Cleveland	-32	- 8	-13	-29	-22	-12	-19	- 4	-12	-12	- 7	- 8	+ 1	+ 2	- 3
Richmond	-21	+12	+19	-29	- 5	-11	- 4	- 8	-22	-11	- 7	- 1	+ 5	- 8	- 3
Atlanta	-17	r+21	-33	-25	-15	+ 1	r+33	0	- 1	+ 3	+ 1	- 1	+ 4	+ 6	+ 2
Chicago	+14	+13	+11	+10	+12	- 1	+ 3	+ 2	+ 8	+ 3	+ 2	0	+ 4	+12	+ 4
St. Louis	-16	-10	-21	-12	-15	- 4	+ 3	- 1	+11	+ 2	+ 1	- 5	- 2	+ 9	0
Minneapolis	+16	+21	+23	-23	+ 9	+11	- 7	+ 3	-15	- 3	+ 6	- 8	+ 9	+ 5	+ 3
Kansas City	+ 9	+43	-25	-27	- 3	+17	+ 6	-11	+16	+ 5	+ 6	- 8	- 4	+ 4	- 1
Dallas	-24	-18	-15	-27	-21	-17	-23	-17	- 7	-17	+ 1	- 6	- 2	+ 8	0
San Francisco	0	- 7	- 5	+14	- 1	-11	- 7	- 6	+ 3	- 6	- 6	r- 7	- 6	+ 3	- 4

For footnotes, see page 1.

NOTICE

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The weekly indexes of department store sales, by departments, have been revised and are now on a 1947-49 base. Revised indexes are for the United States.

A brochure, presenting revised monthly data for the period 1940-1952, is available. This publication contains sales and stocks indexes, percentage distributions of month's sales by departments and year's sales by months, as well as the description of the revised series as reprinted from the November 1953 Bulletin.