

CONFIDENTIAL

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

NOT FOR PUBLICATION

December 21, 1953

Sales in selected departments

Department	Percentage change from a year ago					Weekly unadjusted indexes (1947-49 av. wkly. sales=100)				Monthly unadjusted indexes (1947-49 average monthly sales = 100)								
	One week ending				4 wks. ending	1953				1952								
	Dec. 12	Dec. 5	Nov. 28	Nov. 21		Dec. 12	Dec. 5	Nov. 28	Nov. 21	Nov.	Oct.	Sept.	Aug.	Dec.	Nov.	Oct.	Sept.	Aug.
	Dec. 12	Dec. 5	Nov. 28	Nov. 21	Dec. 12	Dec. 5	Nov. 28	Nov. 21	Nov.	Oct.	Sept.	Aug.	Dec.	Nov.	Oct.	Sept.	Aug.	
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	- 3	- 2	- 3	- 3	- 3	220	189	132	131	e121	112	100	87	190	121	116	101	87
Furniture & bedding	- 7	+ 7	- 4	- 5	- 2	133	138	117	141	e117	132	112	136	112	122	133	117	131
Domestic fl. cov'gs	- 5	- 4	- 3	- 1	- 4	112	119	104	132	e109	122	93	83	91	113	122	98	80
Major appliances	-10	+ 1	- 5	+ 3	- 4	70	72	62	77	e 65	75	70	74	66	68	81	78	79
Radio, phonograph, TV	-11	- 6	- 4	0	- 7	271	234	178	186	e154	141	119	93	244	160	166	137	98
Total of 4 depts. <u>1/</u>	- 8	0	- 4	- 3	- 4	132	131	109	130	e108	118	99	104	114	112	123	107	103
ALL OTHER SALES <u>1/</u>	- 3	- 2	- 3	- 4	- 3	231	196	135	131	e123	111	100	84	199	122	115	100	85

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.

(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
	Dec. 12	Dec. 5	Nov. 28	Nov. 21		Dec. 12	Dec. 5	Nov. 28	Nov. 21		Dec. 12	Dec. 5	Nov. 28	Nov. 21	
United States	-7	+7	-4	-5	-2	-5	-4	-3	-1	-4	-10	+1	-5	+3	-4
Boston	-8	-7	-12	-2	-7	+5	+4	-5	-12	-3	+3	-13	-32	+5	-11
New York	-13	+8	-3	0	-2	-4	-4	-2	+9	0	0	-13	+4	-10	-5
Philadelphia	+2	+8	+10	+1	+5	-1	-13	+11	+24	+6	+2	-29	-16	+26	-5
Cleveland	-6	+11	-9	-18	-6	-2	+3	0	-26	-9	-16	+4	-11	-17	-10
Richmond	-16	-9	-12	-19	-14	-6	-19	0	-3	-7	-13	+12	-11	+45	+6
Atlanta	+1	+8	+15	-2	+5	-7	-8	-4	+3	-4	-13	+7	+7	+73	+18
Chicago	+2	+14	-6	0	+3	-13	+5	-7	-1	-5	-7	-4	0	+5	-2
St. Louis	-9	-5	+8	+13	+1	+11	+26	-18	+10	+7	-17	-4	+6	-9	-6
Minneapolis	-23	+34	+2	-22	-6	-27	-7	+12	-10	-8	+9	+20	+16	-23	+3
Kansas City	+11	+8	+10	-8	+5	0	-26	+5	-28	-15	+5	+61	+63	+16	+30
Dallas	-7	+9	+25	-5	+4	-8	-21	-29	+8	-13	-50	-22	-39	-53	-44
San Francisco	-13	-5	-19	-8	-11	-7	-14	-18	-6	-11	-1	+17	-2	-3	+3
	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
	Dec. 12	Dec. 5	Nov. 28	Nov. 21		Dec. 12	Dec. 5	Nov. 28	Nov. 21		Dec. 12	Dec. 5	Nov. 28	Nov. 21	
United States	-11	-6	-4	0	-7	-8	0	-4	-3	-4	-3	-2	-3	-3	-3
Boston	-2	-16	+51	-19	-2	-3	-9	-4	-6	-6	0	0	-4	-5	-2
New York	-7	-3	+14	-13	-3	-9	+2	-1	0	-2	-8	-3	-6	0	-4
Philadelphia	-12	-9	-12	-12	-11	-2	-4	+4	+6	+1	-6	-4	-6	+1	-4
Cleveland	-23	-8	-32	-8	-19	-12	+4	-12	-19	-10	+1	+1	-7	-8	-3
Richmond	-3	-7	-21	+12	-5	-10	-9	-11	-4	-9	-2	-4	-7	-1	-4
Atlanta	-13	-9	-17	+21	-8	-7	0	+1	+13	+1	+1	-3	+1	-1	0
Chicago	-5	+7	+14	+13	+6	-4	+8	-1	+3	+1	-2	-2	+2	0	-1
St. Louis	-8	-6	-16	-10	-10	-7	0	-4	+3	-2	-4	-4	+1	-5	-3
Minneapolis	-6	+10	+16	+21	+9	-13	+15	+11	-7	0	+1	+2	+6	-8	+1
Kansas City	-9	-18	+9	+43	0	0	-2	+17	+6	+4	-3	-3	+6	-8	-2
Dallas	-20	-20	-24	-18	-21	-24	-13	-17	-23	-19	-4	-1	+1	-6	-3
San Francisco	-8	-10	0	-7	-7	-9	-6	-11	-7	-8	-4	-3	-7	-7	-5

For footnotes, see page 1.