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SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES—UNITED STATES SUMMARY

NOT FOR PUBLICATION

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OF CHICAGO

Sales in selected departments

January 18, 1954

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	1954		1953		1953				1952				
	Jan. 9	Jan. 2	Dec. 26	Dec. 19		Jan. 9	Jan. 2	Dec. 26	Dec. 19	Dec.	Nov.	Oct.	Sept.	Jan.	Dec.	Nov.	Oct.	Sept.
	Jan. 9	Jan. 2	Dec. 26	Dec. 19	Jan. 9	Jan. 9	Jan. 2	Dec. 26	Dec. 19	Dec.	Nov.	Oct.	Sept.	Jan.	Dec.	Nov.	Oct.	Sept.
GRAND TOTAL SALES <u>1/2/</u>	+ 8	+ 2	+13	- 1	+ 5	95	76	151	229	e188	123	112	100	84	190	121	116	101
Furniture & bedding	+ 7	- 4	- 2	- 1	0	128	81	50	114	e109	121	132	112	120	112	122	133	117
Domestic fl. cov'gs	+ 2	r-15	-11	0	- 5	84	54	38	93	e 84	109	122	93	88	91	113	122	98
Major appliances	+23	+ 2	- 5	-12	- 1	73	41	42	67	e 60	65	75	70	64	66	68	81	78
Radio,phonograph, TV	+ 4	r+ 2	+14	- 8	0	121	r 93	188	294	e228	157	141	119	115	244	160	166	137
Total of 4 depts. <u>1/</u>	+ 7	- 5	+ 1	- 5	- 1	105	67	63	122	e107	110	118	99	99	114	112	123	107
ALL OTHER SALES <u>1/</u>	+ 8	+ 3	+14	0	+ 5	94	77	162	242	e198	125	111	100	83	199	122	115	100

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)

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	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
	Jan. 9	Jan. 2	Dec. 26	Dec. 19		Jan. 9	Jan. 2	Dec. 26	Dec. 19		Jan. 9	Jan. 2	Dec. 26	Dec. 19	Jan. 9
United States	+ 7	- 4	- 2	- 1	0	+ 2	r-15	-11	0	- 5	+ 23	+ 2	- 5	-12	- 1
Boston	+ 4	+ 2	- 1	-14	- 4	+14	-11	-15	+ 2	+ 1	- 5	-28	- 8	-29	-16
New York	+16	-17	+ 1	+11	+ 5	+18	-30	+15	+ 6	+ 4	+ 9	-11	+31	-28	- 6
Philadelphia	+16	+ 7	+20	+ 5	+11	-24	+17	- 9	+ 6	- 4	- 20	-22	0	-17	-16
Cleveland	+ 8	+26	- 9	-13	+ 2	-13	-18	-52	+ 4	-17	- 9	+46	-12	-18	- 3
Richmond	-30	-25	-11	-10	-20	-30	-26	+ 2	-11	-18	- 3	+44	-14	+ 6	+ 5
Atlanta	+35	-37	+ 7	+ 5	- 1	+78	-31	-11	-25	- 6	+206	-57	-20	+16	+32
Chicago	-17	-15	- 1	- 4	-10	- 3	- 1	- 5	+ 4	0	+ 22	-10	- 2	- 8	0
St. Louis	+73	+58	-13	+ 1	+34	0	- 2	+23	+ 5	+ 5	+ 18	-17	- 6	+ 8	+ 2
Minneapolis	- 2	-17	+12	- 6	- 5	+ 4	+ 5	-67	- 8	-17	+ 38	+46	-15	-31	0
Kansas City	+28	+37	-12	-20	+ 5	- 4	-10	-23	- 6	- 9	+ 16	+20	-10	+25	+15
Dallas	+30	-21	+ 5	- 2	+ 2	+ 9	- 3	-36	- 6	- 6	- 5	-40	-10	-51	-31
San Francisco	+10	- 6	-13	- 1	- 2	- 6	r-18	-20	- 7	-12	+ 26	r+16	+ 5	-15	+ 6
	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
	Jan. 9	Jan. 2	Dec. 26	Dec. 19		Jan. 9	Jan. 2	Dec. 26	Dec. 19		Jan. 9	Jan. 2	Dec. 26	Dec. 19	Jan. 9
United States	+ 4	r+ 2	+14	- 8	0	+ 7	- 5	+ 1	- 5	- 1	+ 8	+ 2	+13	- 1	+ 5
Boston	-16	-30	+14	- 7	-10	- 3	-14	0	-13	- 8	+ 11	- 9	+18	0	+ 5
New York	+30	r+16	+18	r- 8	+ 6	+17	-16	+10	+ 2	+ 4	+ 13	r- 1	+24	- 1	+ 7
Philadelphia	-33	+ 2	- 6	-12	-12	- 3	+ 6	+ 4	- 2	0	+ 4	+10	+ 8	0	+ 4
Cleveland	- 7	+16	+32	-17	0	- 1	+15	- 6	-12	- 3	+ 2	+10	+ 9	- 1	+ 4
Richmond	- 3	+ 6	+33	+ 7	+12	-23	-12	+ 4	- 3	- 9	+ 2	+ 2	+17	+ 3	+ 6
Atlanta	+28	-54	0	-11	-12	+75	-43	- 3	- 5	0	+ 17	r-16	+15	+ 2	+ 5
Chicago	+ 9	- 1	+16	+ 7	+ 8	- 5	- 9	+ 4	0	- 2	+ 9	+ 4	+11	+ 2	+ 6
St. Louis	+76	0	+13	+ 1	+16	+50	+23	+ 3	+ 3	+19	+ 9	+ 9	+ 7	+ 1	+ 5
Minneapolis	-46	+69	+37	-26	- 6	- 6	+12	- 1	-19	- 7	+ 8	+ 3	+13	- 1	+ 5
Kansas City	- 3	+19	-14	- 5	- 4	+11	+18	-14	- 5	+ 1	+ 11	+11	+ 7	+ 2	+ 6
Dallas	- 3	-10	-14	-28	-18	+ 9	-21	-11	-27	-15	+ 6	+ 7	+12	- 3	+ 4
San Francisco	- 2	r 0	+ 7	-20	- 7	+ 6	r- 5	- 3	-12	- 5	+ 3	r- 6	+ 8	- 7	- 1

For footnotes, see page 1.