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OF CHICAGO

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

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NOT FOR PUBLICATION

Sales in selected departments

MAY 10 1954

May 18, 1954

Department	Percentage change from a year ago					Monthly unadjusted indexes (1947-49 average = 100)									
	One week ending				4 weeks ending	1954				1953					
	May 8	May 1	April 24	April 17	May 8	April	March	February	January	May	April	March	February	January	
GRAND TOTAL SALES <u>1/2/</u>	- 3	- 1	- 2	+14	+ 2	e100	90	75	80	99	95	100	77	84	
Furniture & bedding	- 2	- 1	- 9	-38	-13	e 99	105	109	110	116	108	105	121	120	
Domestic fl. coverings	- 7	- 6	-14	-36	-17	e 73	76	72	75	85	83	82	80	88	
Major appliances	+ 1	+10	-11	-28	- 8	e 63	66	54	59	72	66	72	59	64	
Radio, phonograph, TV	- 2	- 3	-13	-17	- 9	e 81	107	90	101	74	81	101	95	115	
Total of 4 depts. <u>1/</u>	- 3	- 1	-11	-34	-13	e 83	90	86	89	93	89	92	94	99	
ALL OTHER SALES <u>1/</u>	- 3	- 1	- 1	+21	+ 4	e102	90	74	79	99	96	101	75	83	

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.8a (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
	May 8	May 1	Apr. 24	Apr. 17	May 8	May 8	May 1	Apr. 24	Apr. 17	May 8	May 8	May 1	Apr. 24	Apr. 17	May 8
United States	- 2	- 1	- 9	-38	-13	- 7	- 6	-14	-36	-17	+ 1	+10	-11	-28	- 8
Boston	-19	-11	-15	-25	-17	+ 4	-13	-28	-17	-14	- 9	- 6	-32	-39	-22
New York	- 1	+ 4	-14	-45	-15	-17	-14	-23	-28	-21	+ 6	- 5	- 7	-15	- 5
Philadelphia	-11	+ 3	-13	-38	-14	-27	+25	+ 1	-54	-17	- 8	-11	-19	-39	-20
Cleveland	+ 1	- 9	-10	-36	-14	-28	-11	-23	-32	-23	-24	-10	-21	-45	-26
Richmond	-10	- 6	-27	-51	-24	+ 1	+14	-23	-40	-13	+14	+30	+19	- 5	+15
Atlanta	+ 5	+ 6	+10	-32	- 1	+ 9	+ 5	+44	-67	-15	- 1	+49	-16	-25	+ 2
Chicago	- 5	+ 3	+ 4	-31	- 8	- 1	- 8	-17	-29	-14	+14	+17	+ 5	-35	+ 1
St. Louis	+12	+15	-16	-29	- 6	+11	-20	+2	-56	-18	+64	+ 3	- 9	- 8	+ 8
Minneapolis	+16	+ 4	-16	-36	- 9	+121	0	-28	-62	- 7	+25	+80	-13	-31	+ 9
Kansas City	-12	+13	- 7	-42	-13	+ 3	0	-41	-45	-22	+30	+36	-12	+43	+19
Dallas	+21	-12	+31	-64	-19	+12	-33	-10	-67	-32	-18	-14	-41	-52	-33
San Francisco	+ 5	-12	- 8	-29	-11	- 1	- 5	+ 1	-21	- 6	-22	+ 7	- 2	- 9	- 8
	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
	May 8	May 1	Apr. 24	Apr. 17	May 8	May 8	May 1	Apr. 24	Apr. 17	May 8	May 8	May 1	Apr. 24	Apr. 17	May 8
United States	- 2	- 3	-13	-17	- 9	- 3	- 1	-11	-34	-13	- 3	- 1	- 2	+14	+ 2
Boston	-25	-19	- 7	-23	-19	-15	-11	-20	-27	-18	0	+ 2	- 8	+24	+ 4
New York	-15	-34	-36	-23	-28	- 5	- 4	-17	-39	-17	- 1	- 2	- 6	+10	0
Philadelphia	- 2	+11	-32	-35	-15	-14	+ 6	-13	-41	-16	-10	+ 1	- 5	- 4	- 5
Cleveland	-24	-28	-32	-17	-25	-12	-12	-17	-34	-19	- 7	- 5	- 6	+19	0
Richmond	+23	+12	- 2	+10	+10	- 1	+ 5	-17	-37	-13	- 1	- 4	- 6	+ 7	- 1
Atlanta	0	0	-13	-16	- 7	+ 4	+13	+ 4	-40	- 4	- 2	r+ 5	+ 8	+27	+ 8
Chicago	+12	+12	+11	-11	+ 5	+ 2	+ 5	+ 1	-29	- 6	0	0	+ 5	+13	+ 4
St. Louis	+44	+25	+25	+ 8	+25	+24	+ 6	- 6	-29	- 3	+ 2	+ 5	0	+15	+ 5
Minneapolis	+42	+21	0	-42	- 5	+43	+20	-17	-44	- 4	0	+14	+ 1	0	+ 3
Kansas City	+53	+120	+ 4	-10	+27	+ 9	+25	+15	-22	- 2	0	- 4	- 8	+18	+ 1
Dallas	-42	-24	-34	-38	-36	-12	-18	-15	-56	-29	- 7	- 4	0	- 3	- 4
San Francisco	+ 5	+ 4	- 5	-20	- 4	- 1	- 6	-15	-23	- 8	- 4	r- 3	- 3	-23	+ 2

For footnotes, see page 1.