

CONFIDENTIAL - F. R.

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

NOT FOR PUBLICATION

Sales in selected departments

May 24, 1954

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Department	Percentage change from a year ago					Monthly unadjusted indexes (1947-49 average monthly sales = 100)									
	One week ending				4 weeks ending May 15	1954					1953				
	May 15	May 8	May 1	Apr. 24		Apr.	Mar.	Feb.	Jan.	May	Apr.	Mar.	Feb.	Jan.	
GRAND TOTAL SALES <u>1/2/</u>	- 7	- 3	- 1	- 2	- 3	p101	90	75	80	99	95	100	77	84	
Furniture and bedding	- 4	- 2	- 1	- 9	- 4	p 97	105	109	110	116	108	105	121	120	
Domestic floor coverings	- 6	- 7	- 6	-14	- 9	p 70	76	72	75	85	83	82	80	88	
Major appliances	- 5	+ 1	+10	-11	- 2	p 62	66	54	59	72	66	72	59	64	
Radio, phonograph, TV	+ 7	- 2	- 3	-13	- 4	p 78	107	90	101	74	81	101	95	115	
Total of 4 departments <u>1/</u>	- 4	- 3	- 1	-11	- 5	p 80	90	86	89	93	89	92	94	99	
ALL OTHER SALES <u>1/</u>	- 7	- 3	- 1	- 1	- 3	p104	90	74	79	99	96	101	75	83	

p--Preliminary.

r--Revised.

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

For footnotes, see page 1.