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JUL 19 1954

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES-UNITED STATES SUMMARY

NOT FOR PUBLICATION

July 12, 1954

Sales in selected departments

JERVE							Chicago Bana										
FEDERIAL CHICAGO	Percentage change from a year ago						Monthly unadjusted indexes (1947-49 average monthly sales = 100)										
Departable CHICAGO		One we	4 weeks	1954 averag				1953									
	July	3* June	26 June 19			June	May	Apr.	Mar.	July	June	May	Apr.	Mar.			
GRAND TOTAL SALES 1/2/	+16	r+ 2	+ 4	+ 1	+ 5	e 97	p 93	100	90	77	97	99	95	100			
Furniture and bedding	+12	+ 3	+ 5	- 1	+ 4	e110	p108	94	105	112	111	116	108	105			
Domestic floor coverings	+11	+ 7	+ 1	+ 1	+ 3	e 65	p 80	7 0	76	61	67	85	83	82			
Major appliances	+25	+16	+22	+ 1	+14	e 93	p 63	62	66	83	88	72	66	72			
Radio, phonograph, TV	+35	- 2	+ 8	+ 6	+ 8	e 77	p 74	76	107	73	7 5	74	81	101			
Total of 4 departments 1/	+16	+ 5	+ 7	- 1	+ 6	e 92	p 86	79	90	89	91	93	89	92			
ALL OTHER SALES 1/	+16	r+ 2	+ 4	+ 1	+ 5	e 98	p 93	103	90	76	98	99	96	101			

p--Preliminary. e--Estimated from weekly sales figures.

Monthly indexes for this category are not released publicly; they are shown here solely to permit comparisons with departmental changes.

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.

^{*--}In using year ago comparisons allowance should be made for the fact that this year stores were open 6 days in most districts whereas in the corresponding week last year stores were closed on Saturday in observance of Independence Day.

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES-SUMMARY BY DISTRICTS

Sales in Selected Departments

			(Percer	ntage chan	nge from	corres	ponding r	period a	year ago)						Page 2		
	T	Furnitu	re and be	dding	-0		Domestic floor coverings Major household										
	One week ending 4 weeks ending						One week ending 4 weeks					One wee	4 weeks ending				
	July 3	* June 2f		9 June 12	July 3		* June 26				July 3		6 June 19	June 12			
United States	+12	+ 3	+ 5	- 1	+ 4	+11	+ 7	+ 1	+ 1	+ 3	+25	+16	+22	+ 1	+14		
Boston	+ 6	- 6	-10	-11	- 6	+12	+16	- 8	-24	- 5	+24	-15	- 12	-10	- 5		
New York	+21	+17	+15	- 2	+11	+25	+32	+11	+ 2	+16	-12	- 8	+ 9	- 21	- 8		
Philadelphia	+ 8	+ 3	+ 2	- 7	+1	-13	+10	+ 2	-12	- 4	-37	0	+12	- 26	-15		
Cleveland	+11	+ 1	-14	-16	- 6	+ 2	- 3	- 23	+ 6	- 6	+27	- 2	+ 8	-17	+ 3		
Richmond	+ 3	- 1	+15	- 2	+ 4	+38	+31	+ 5	+13	+20	0	+ 3	+45	- 4	+ 9		
Atlanta	- 28	+14	+50	- 8	+4	-3 0	+11	+74	- 5	+8	+55	+710	+66	+66	+57		
Chicago	+25	- 5	+ 4	+11	+8	+21	- 8	+ 6	- 4	+ 3	+20	+11	+74	+32	+34		
St. Louis	- 7	-12	+ 4	+14	0	- 5	+29	- 35	- 9	-11	+68	+30	+ 8	- 27	+14		
Minneapolis	+12	- 2	-14	-16	- 6	+14	-31	0	+65	+ 5	+10	+48	+11	+ 3	+18		
Kansas City	+19	+11	0	+55	+21	+60	- 32	-10	+10	0	+149	+194	+14	+ 6	+64		
Dallas	+13	- 16	-18	+ 9	- 4	+22	- 9	+42	-17	+ 5	+21	-17	- 29	- 23	-15		
San Francisco	+10	- 1	+ 6	- 2	+ 3	0	+ 5	+10	+ 6	+6	+12	r-10	- 2	-10	- 3		
	Radios	s, phono	graphs,	television			Total of	4 depar	rtments		<u> </u>	Jrand Tot	alentir	e store			
		One we	ek ending	g	4 weeks		One we	ek endin	ıg	4 weeks ending			ek ending	-	4 weeks ending		
	July 3	3* June 26				July 3	3* June 20	Z 7-ma 7	Ol tuno 12'	July 3	July 3	3* June 2	26 June 19				
United States	+35	- 2	+ 8				THE COURT OF THE	Olonne T	9 Julie 12						1 + 5		
Boston	+75			+ 6	+ 8	+16	+ 5	+ 7	- 1	+6	+16	r+ 2	+ 4	+ 1			
New York		- 3	-27	- 15	- 4	+16 +17	+ 5 - 6	+ 7 -12	- 1 -13	+ 6	+16 +15	+ 1	+ 2	- 5	+ 2		
New Iork	+ 5	- 8	- 6		- 4 - 9	+16	+ 5 - 6 +13	+ 7 -12 +11	- 1 -13 - 5	+ 6 - 5 + 8	+16 +15 +15	+ 1 r+ 7	+ 2 + 4	- 5 - 3	+ 5		
New fork Philadelphia	+ 5 +47	- 8 -13	- 6 + 4	- 15	- 4	+16 +17 +16 - 1	+ 5 - 6 +13 + 2	+ 7 -12 +11 + 4	- 1 -13 - 5 -10	+ 6 - 5 + 8 - 2	+16 +15 +15 - 8	+ 1 r+ 7 - 3	+ 2 + 4 + 1	- 5 - 3 - 5	+ 5		
		- 8	- 6	- 15 - 20	- 4 - 9	+16 +17 +16	+ 5 - 6 +13	+ 7 -12 +11	- 1 -13 - 5	+ 6 - 5 + 8	+16 +15 +15	+ 1 r+ 7	+ 2 + 4	- 5 - 3	+ 5		
Philadelphia Cleveland Richmond	+47 +22 +38	- 8 -13 -23 + 8	- 6 + 4 + 4	-15 -20 + 4 0 +19	- 4 - 9 + 7 0 +12	+16 +17 +16 - 1 +13 +10	+ 5 - 6 +13 + 2 - 2 + 5	+ 7 -12 +11 + 4 -13 +16	- 1 -13 - 5 -10 -10 + 2	+ 6 - 5 + 8 - 2 - 5 + 8	+16 +15 +15 - 8 +11 +14	+ 1 r+ 7 - 3 - 4 + 1	+ 2 + 14 + 1 0	- 5 - 3 - 5 - 3	+ 5 - 4 0 + 5		
Philadelphia Cleveland Richmond Atlanta	+47 +22 +38 -34	- 8 -13 -23	- 6 + 4 + 4 - 7 +10	-15 -20 + 4 0 +19 +36	- 4 - 9 + 7 0 +12 - 5	+16 +17 +16 - 1 +13 +10 - 9	+ 5 - 6 +13 + 2 - 2 + 5 +17	+ 7 -12 +11 + 4 -13 +16 +50	- 1 -13 - 5 -10 -10 + 2 +14	+ 6 - 5 + 8 - 2 - 5 + 8 +16	+16 +15 +15 - 8 +11 +14 +17	+ 1 r+ 7 - 3 - 4 + 1 r+ 8	+ 2 + 4 + 1 0 +10 + 7	- 5 - 3 - 5 - 3 - 2 + 4	+ 5 - 4 0 + 5 + 9		
Philadelphia Cleveland Richmond	+47 +22 +38	- 8 -13 -23 + 8 - 3 +13	- 6 + 4 + 4 - 7 +10 +17	-15 -20 + 4 0 +19 +36 +10	- 4 - 9 + 7 0 +12 - 5 +20	+16 +17 +16 - 1 +13 +10 - 9 +25	+ 5 - 6 +13 + 2 - 2 + 5 +17 0	+ 7 -12 +11 + 4 -13 +16 +50 +20	- 1 -13 - 5 -10 -10 + 2 +14 +13	+ 6 - 5 + 8 - 2 - 5 + 8 +16 +14	+16 +15 +15 - 8 +11 +14 +17 +19	+ 1 r+ 7 - 3 - 4 + 1 r+ 8 + 4	+ 2 + 4 + 1 0 +10 + 7 + 9	- 5 - 3 - 5 - 3 - 2 + 4 +13	+ 5 - 4 0 + 5 + 9 +11		
Philadelphia Cleveland Richmond Atlanta	+47 +22 +38 -34	- 8 -13 -23 + 8 - 3	- 6 + 4 + 4 - 7 +10	-15 -20 + 4 0 +19 +36	- 4 - 9 + 7 0 +12 - 5	+16 +17 +16 - 1 +13 +10 - 9	+ 5 - 6 +13 + 2 - 2 + 5 +17	+ 7 -12 +11 + 4 -13 +16 +50	- 1 -13 - 5 -10 -10 + 2 +14	+ 6 - 5 + 8 - 2 - 5 + 8 +16	+16 +15 +15 - 8 +11 +14 +17	+ 1 r+ 7 - 3 - 4 + 1 r+ 8	+ 2 + 4 + 1 0 +10 + 7	- 5 - 3 - 5 - 3 - 2 + 4	+ 5 - 4 0 + 5 + 9		
Philadelphia Cleveland Richmond Atlanta Chicago St. Louis Minneapolis	+47 +22 +38 -34 +45 +64	- 8 -13 -23 + 8 - 3 +13 +21	- 6 + 4 + 4 - 7 +10 +17 +25	-15 -20 + 4 0 +19 +36 +10 + 9	- 4 - 9 + 7 0 +12 - 5 +20 +27	+16 +17 +16 - 1 +13 +10 - 9 +25 +24 + 8	+ 5 - 6 +13 + 2 - 2 + 5 +17 0 +12	+ 7 -12 +11 + 4 -13 +16 +50 +20 - 3	- 1 -13 - 5 -10 -10 + 2 +14 +13 - 5	+6 -5 +8 -2 -5 +8 +16 +14 +5	+16 +15 +15 - 8 +11 +14 +17 +19 +31	+ 1 r+ 7 - 3 - 4 + 1 r+ 8 + 4 + 8	+ 2 + 4 + 1 0 +10 + 7 + 9 + 3	- 5 - 3 - 5 - 3 - 2 + 4 +13 0	+ 5 - 4 0 + 5 + 9 +11 + 8 + 8		
Philadelphia Cleveland Richmond Atlanta Chicago St. Louis Minneapolis Kansas City	+47 +22 +38 -34 +45 +64 -17 +280	- 8 -13 -23 + 8 - 3 +13 +21 -29 +30	- 6 + 4 + 4 - 7 +10 +17 +25 -19 +156	-15 -20 + 4 0 +19 +36 +10 + 9	- 4 - 9 + 7 0 +12 - 5 +20 +27	+16 +17 +16 - 1 +13 +10 - 9 +25 +24 + 8 +96	+ 5 - 6 +13 + 2 - 2 + 5 +17 0 +12 0 +70	+ 7 -12 +11 + 4 -13 +16 +50 +20 - 3 - 5 +15	- 1 -13 - 5 -10 -10 + 2 +14 +13 - 5	+ 6 - 5 + 8 - 2 - 5 + 8 +16 +14 + 5	+16 +15 +15 - 8 +11 +14 +17 +19 +31 +19 +35	+ 1 r+ 7 - 3 - 4 + 1 r+ 8 + 4 + 8 + 5 +18	+ 2 + 4 + 1 0 +10 + 7 + 9 + 3 + 7 + 1	- 5 - 3 - 3 - 2 + 4 +13 0 + 3	+ 5 - 4 0 + 5 + 9 +11 + 8 + 8 +12		
Philadelphia Cleveland Richmond Atlanta Chicago St. Louis Minneapolis	+47 +22 +38 -34 +45 +64	- 8 -13 -23 + 8 - 3 +13 +21	- 6 + 4 + 4 - 7 +10 +17 +25	-15 -20 + 4 0 +19 +36 +10 + 9	- 4 - 9 + 7 0 +12 - 5 +20 +27	+16 +17 +16 - 1 +13 +10 - 9 +25 +24 + 8	+ 5 - 6 +13 + 2 - 2 + 5 +17 0 +12	+ 7 -12 +11 + 4 -13 +16 +50 +20 - 3	- 1 -13 - 5 -10 -10 + 2 +14 +13 - 5	+6 -5 +8 -2 -5 +8 +16 +14 +5	+16 +15 +15 - 8 +11 +14 +17 +19 +31	+ 1 r+ 7 - 3 - 4 + 1 r+ 8 + 4 + 8	+ 2 + 4 + 1 0 +10 + 7 + 9 + 3	- 5 - 3 - 5 - 3 - 2 + 4 +13 0	+ 5 - 4 0 + 5 + 9 +11 + 8 + 8		

For footnotes, see page 1.