CONFIDENTIAL - F. RE REPORTED ON THE REPORT OF THE REPORT

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES—UNITED STATES SUMMARY Sales in selected departments

NOT FOR PUBLICATION

July 20, 1954

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FEDERAL R. CHILO.	Per	centage c	hange from	(44) Monthly thad justed indexes (44) average monthly sales = 100)										
Department	ĺ	One we	ek ending		4 weeks		19	154	CHIC	lage mo	ituity Sa	1953	100)	
	July :	10* July	3* June 26			June	May	Apr.	Mar.	Guly	June	May	Apr.	Mar.
GRAND TOTAL SALES 1/2/	-19	+16	+ 2	+ 4	0	e 97	93	100	90	77	97	99	95	100
Furniture and bedding	-20	+12	+ 3	r+ 4	- 2	ell0	108	94	105	112	111	116	108	105
Domestic floor coverings	-17	+11	+ 7	+ 1	- 2	e 65	80	70	76	61	67	85	83	82
Major appliances	-16	r+27	r+19	r+23	+10	e 93	65	62	66	83	88	72	66	72
Radio, phonograph, TV	-22	+35	r- 1	r+10	+1	e 77	73	76	107	73	75	74	81	101
Total of 4 departments 1/	-20	r+17	r+ 6	r+ 8	+1	e 92	87	79	90	89	91	93	89	92
ALL OTHER SALES 1/	-18	+16	+ 2	r+ 3	0	e 98	94	103	90	76	98	99	96	101

e--Estimated from weekly sales figures. r--Revised.

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 for the weeks ending July 10 and July 3 allowance should be made for the fact that in observing the Independence Day holiday, store closings occurred in the week ending July 10 this year whereas last year they occurred in the previous week.

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES-SUMMARY BY DISTRICTS

Sales in Selected Departments
(Percentage change from corresponding period a year ago)

Page 2

				ercentage c	hange fr	om co				go)					Page 2	
	Furniture and bedding						Domestic	floor co	verings		Major household appliances					
					L weeks					4 weeks		•			4 weeks	
		One we	ek endir	ng	ending	1	One w	eek endin		ending	One week ending				ending	
	July 10	> July 3	* June	26 June 19	July 10	July	10* July	3* June 2	6 June 19	July 10	July 1	O* July 3	3* June	26 June 19	July 10	
United States	-20	+12	+ 3	r+ 4	- 2	-17	+11	+ 7		- 2	-16	r+27	r+19	r+23	+10	
ston	-10	+ 6	- 6	-10	- 5	+10	+12	+16	- 8	+ 7	-42	+24	-15	-12	-14	
w York	-17	r+19	+17	+15	+ 7	-15	+25	+32	+11	+12	-26	r- 3	- 8	+ 9	- 7	
Philadelphia	-31	+ 8	+ 3	+ 2	-6	+ 2	-13	+10	+ 2	0	-36	-37	0	+12	-17	
Cleveland	- 35	+11	. + 1	-14	-14	-47	+ 2	- 3	-23	-21	-40	+27	- 2	+ 8	- 7	
O1C VC LAIM	-55	711	• + +	-14	1	-41	T 4		2	7-	40	1-1	_	, -	1	
Richmond	- 29	+ 3	- 1	+15	- 6	+ 4	+38	+31	+ 5	+16	-17	0	+ 3	+45	+ 6	
Atlanta	- 1	r-27	+14	+±50	+ 6	+ 3	r-28	+11	+74	+11	+ 1	r+53	+40	+66	+40	
	<u>-</u> 15		<u>-</u> 5	+ 4	0	- 22	+21	- 8	+ 6	- 3	-24	+20	+11	+74	+18	
Chicago		+25			- 9	1	+21 - 5	-		-10	- 7	+68	+30	+ 8	+23	
St. Louis	-17	- 7	-12	+ 4	1 - 9	- 2	- 5	+29	- 35	-10	- /	+00	+30	+ 0	+23	
Miles and a second	30	. 7.0	^	71	! ہے !	06	. 11.	27	0	-14	- 2	+10	+48	+11	+15	
Minneapolis	-10	+12	- 2	-14 0	- 5	-26	+14 +60	- 31	0 - 10	-14 -11	+124	+149	+194	+14	+99	
Kansas City	- 28	+19	+11		- 3	-27		- 32		- 4	- 2	r+43		r-21	+ 2	
Dallas	+ 5	+13	r-22	r-25	-10	-46	r+19	r-13	r+35				r + 4 -10	- 2	+ 2 - 7	
San Francisco	-20	+10	<u>- 1</u>	+ 6	- 1	- 4	<u>r- l</u>	+ 5	+10	+ 3	-21	+12				
	Radios, phonographs, television, etc.					Total of 4 departments					Grand Totalentire store 2/					
	Radios	, phonog	raphs,			<u> </u>	Total of	4 depart	ments			Grand To	talent	ire store		
	Radios		-		4 weeks	 				4 weeks					14 weeks	
		One we	eek endir	ng	4 weeks		One w	eek endin	ıg	ending		One we	eek endi	ng	4 weeks	
	July 10	One we	eek endir	ng 26 June 19	4 weeks		One w	eek endin 3* June 2	ig 6 June 19	ending July 10		One we	eek endi 3* June	ng 26 June 19	4 weeks ending July 10	
United States	July 10	One we 0* July 3 +35	eek endir 3* June 7 r- 1	ng 26 June 19 r+10	4 weeks	-20	One wo	eek endin	eg 26 June 19 r+ 8	ending	-19	One we 10* July 1 +16	eek endi 3* June + 2	ng 26 June 19 + 4	l weeks ending July 10	
Boston	July 10 -22 -27	One we 0* July 3 +35 +75	eek endir 3* June 2 r-1 -3	ng 26 June 19 r+10 -27	4 weeks ending July 10 + 1 - 7	-20 -21	One wo	eek endin 3* June 2 r+6 -6	e6 June 19 r+ 8 -12	ending July 10	-19 -14	One we 10* July +16	eek endi 3* June + 2 + 1	ng 26 June 19 + 4 + 2	4 weeks ending July 10 0 +1	
Boston New York	July 10	One we 0* July 3 +35 +75 r+ 2	eek endir 3* June 7 r-1 -3 -8	ng 26 June 19 r+10	4 weeks ending July 10 + 1 - 7 - 5	-20	One work July r+17 +17 +16	eek endin 3* June 2 r+ 6 - 6 +13	eg 26 June 19 r+ 8 -12 +11	ending July 10 + 1 - 7 + 5	-19 -14 -16	One we 10* July 1 +16 +15 r+16	eek endi 3* June + 2 + 1 + 7	ng 26 June 19 + 4 + 2 + 4	4 weeks ending July 10 0 + 1 + 3	
Boston	July 10 -22 -27	One we 0* July 3 +35 +75	eek endir 3* June 2 r-1 -3	ng 26 June 19 r+10 -27	4 weeks ending July 10 + 1 - 7	-20 -21	One wo	eek endin 3* June 2 r+6 -6	e6 June 19 r+ 8 -12	ending July 10 + 1 - 7	-19 -14 -16 -23	One we 10* July +16	eek endi 3* June + 2 + 1 + 7 - 3	ng 26 June 19 + 4 + 2 + 4 + 1	4 weeks ending July 10 0 + 1 + 3 - 8	
Boston New York	July 10 -22 -27 - 7	One we 0* July 3 +35 +75 r+ 2	eek endir 3* June 7 r-1 -3 -8	ng 26 June 19 r+10 -27 - 6	4 weeks ending July 10 + 1 - 7 - 5	-20 -21 -17	One work July r+17 +17 +16	eek endin 3* June 2 r+ 6 - 6 +13	eg 26 June 19 r+ 8 -12 +11	ending July 10 + 1 - 7 + 5	-19 -14 -16	One we 10* July 1 +16 +15 r+16	eek endi 3* June + 2 + 1 + 7	ng 26 June 19 + 4 + 2 + 4	4 weeks ending July 10 0 + 1 + 3	
Boston New York Philadelphia	July 10 -22 -27 - 7 -41	One we July 3 +35 +75 r+ 2 +47	eek endir 3* June 3 - 3 - 8 -13	ng 26 June 19 r+10 -27 - 6 + 4	weeks ending July 10 + 1 - 7 - 5 - 6	-20 -21 -17 -30	One work July r+17 +17 +16 -1	eek endin 3* June 2 r+ 6 - 6 +13 + 2	r+ 8 -12 +11 + 4	ending July 10 + 1 - 7 + 5 - 7	-19 -14 -16 -23	One we 10* July +16	eek endi 3* June + 2 + 1 + 7 - 3	ng 26 June 19 + 4 + 2 + 4 + 1	4 weeks ending July 10 0 + 1 + 3 - 8 -10	
Boston New York Philadelphia	July 10 -22 -27 - 7 -41 -60	One we July 3 +35 +75 r+ 2 +47 +22	eek endir 3* June 3 - 3 - 8 -13	ng 26 June 19 r+10 -27 - 6 + 4	weeks ending July 10 + 1 - 7 - 5 - 6	-20 -21 -17 -30	One work July r+17 +17 +16 -1	eek endin 3* June 2 r+ 6 - 6 +13 + 2	r+ 8 -12 +11 + 4	ending July 10 + 1 - 7 + 5 - 7	-19 -14 -16 -23	One we 10* July +16	eek endi 3* June + 2 + 1 + 7 - 3 - 4 + 1	ng 26 June 19 + 4 + 2 + 4 + 1 0 +10	4 weeks ending July 10 0 + 1 + 3 - 8 -10 + 2	
Boston New York Philadelphia Cleveland	July 10 -22 -27 - 7 -41	One we July 3 +35 +75 r+ 2 +47 +22 +38	eek endir 3* June 2 - 3 - 8 -13 -23 + 8	ng 26 June 19 r+10 -27 - 6 + 4 + 4	weeks ending July 10 + 1 - 7 - 5 - 6 -25 - 1	-20 -21 -17 -30 -41	One we 10* July r+17 +16 -1 +13 +10	eek endin 3* June 2 r+ 6 - 6 +13 + 2 - 2 + 5	e6 June 19 r+ 8 -12 +11 + 4 -13 +16	ending July 10 + 1 - 7 + 5 - 7 -15	-19 -14 -16 -23 -38	One we 10* July 1 +16 +15 r+16 - 8 +11	eek endi 3* June + 2 + 1 + 7 - 3 - 4	ng 26 June 19 + 4 + 2 + 4 + 1 0	4 weeks ending July 10 0 + 1 + 3 - 8 -10	
Boston New York Philadelphia Cleveland Richmond	July 10 -22 -27 - 7 -1:1 -60 -25 - 8	One we July 3 +35 +75 r+ 2 +47 +22 +38 -34	eek endir 3* June 7 - 3 - 8 -13 -23 + 8 - 3	ng 26 June 19 r+10 -27 - 6 + 4 + 4 - 7 +10	weeks ending July 10 + 1 - 7 - 5 - 6 -25 - 1 -12	-20 -21 -17 -30 -41 -22 - 1	One we 10* July r+17 +16 -1 +13 +10 -9	eek endin 3* June 2 r+ 6 - 6 +13 + 2 - 2 + 5 +17	e6 June 19 r+ 8 -12 +11 + 4 -13 +16 +50	ending July 10 + 1 - 7 + 5 - 7 -15 0 +12	-19 -14 -16 -23 -38 -18 -12	One we 10* July 1 +16 +15 r+16 - 8 +11 +14 +17	eek endi 3* June + 2 + 1 + 7 - 3 - 4 + 1 + 8	ng 26 June 19 + 4 + 2 + 4 + 1 0 +10 + 7	4 weeks ending July 10 0 + 1 + 3 - 8 -10 + 2 + 4	
Boston New York Philadelphia Cleveland Richmond lanta Licago	July 10 -22 -27 - 7 -1:1 -60 -25 - 8 - 5	One we July 3 +35 +75 r+ 2 +47 +22 +38 -34 +45	eek endir 3* June 7 - 3 - 8 -13 -23 + 8 - 3 +13	ng 26 June 19 r+10 -27 - 6 + 4 + 4 - 7 +10 +17	weeks ending July 10 + 1 - 7 - 5 - 6 -25 - 1 -12 +15	-20 -21 -17 -30 -141 -22 - 1 -17	One work July r+17 +16 -1 +13 +10 -9 +25	eek endin 3* June 2 r+ 6 - 6 +13 + 2 - 2 + 5 +17 0	r+ 8 -12 +11 + 4 -13 +16 +50 +20	ending July 10 + 1 - 7 + 5 - 7 -15 0 +12 + 6	-19 -14 -16 -23 -38 -18 -12 -15	One we 10* July 1+16 +15 r+16 - 8 +11 +14 +17 +19	eek endi 3* June + 2 + 1 + 7 - 3 - 4 + 1 + 8 + 4	ng 26 June 19 + 4 + 2 + 4 + 1 0 +10 + 7 + 9	4 weeks ending July 10 0 + 1 + 3 -8 -10 + 2 + 4 + 4 + 4	
Boston New York Philadelphia Cleveland Richmond	July 10 -22 -27 - 7 -1:1 -60 -25 - 8	One we July 3 +35 +75 r+ 2 +47 +22 +38 -34	eek endir 3* June 7 - 3 - 8 -13 -23 + 8 - 3	ng 26 June 19 r+10 -27 - 6 + 4 + 4 - 7 +10	weeks ending July 10 + 1 - 7 - 5 - 6 -25 - 1 -12	-20 -21 -17 -30 -41 -22 - 1	One we 10* July r+17 +16 -1 +13 +10 -9	eek endin 3* June 2 r+ 6 - 6 +13 + 2 - 2 + 5 +17	e6 June 19 r+ 8 -12 +11 + 4 -13 +16 +50	ending July 10 + 1 - 7 + 5 - 7 -15 0 +12	-19 -14 -16 -23 -38 -18 -12	One we 10* July 1 +16 +15 r+16 - 8 +11 +14 +17	eek endi 3* June + 2 + 1 + 7 - 3 - 4 + 1 + 8	ng 26 June 19 + 4 + 2 + 4 + 1 0 +10 + 7	4 weeks ending July 10 0 + 1 + 3 - 8 -10 + 2 + 4	
Boston New York Philadelphia Cleveland Richmond lanta Licago St. Louis	July 10 -22 -27 - 7 -41 -60 -25 - 8 - 5 -15	One we July 3 +35 +75 r+ 2 +47 +22 +38 -34 +45 +64	eek endir 3* June 2 r-1 - 3 - 8 -13 -23 + 8 - 3 +13 +21	ng 26 June 19 r+10 -27 - 6 + 4 + 4 - 7 +10 +17 +25	weeks ending July 10 + 1 - 7 - 5 - 6 -25 - 1 -12 +15 +16	-20 -21 -17 -30 -41 -22 - 1 -17 -13	One we r+17 +17 +16 - 1 +13 +10 - 9 +25 +24	eek endin 3* June 2 r+ 6 - 6 +13 + 2 - 2 + 5 +17 0 +12	18	ending July 10 + 1 - 7 + 5 - 7 -15 0 +12 + 6 + 3	-19 -14 -16 -23 -38 -18 -12 -15 - 8	One we 10* July 1 +16 +15 r+16 - 8 +11 +14 +17 +19 +31	eek endi 3* June + 2 + 1 + 7 - 3 - 4 + 1 + 8 + 4 + 8	ng 26 June 19 + 4 + 2 + 4 + 1 0 +10 + 7 + 9 + 3	4 weeks ending July 10 0 + 1 + 3 - 8 -10 + 2 + 4 + 8 + 8	
Boston New York Philadelphia Cleveland Richmond lanta Licago St. Louis Minneapolis	July 10 -22 -27 - 7 -1:1 -60 -25 - 8 - 5 -1:5 +36	One we July 3 +35 +75 r+ 2 +47 +22 +38 -34 +45 +64 -17	eek endir 3* June 7 - 3 - 8 -13 -23 + 8 - 3 +13 +21	ng 26 June 19 r+10 -27 - 6 + 4 + 4 - 7 +10 +17 +25	weeks ending July 10 + 1 - 7 - 5 - 6 -25 - 1 -12 +15 +16 - 9	-20 -21 -17 -30 -41 -22 - 1 -17 -13	One we 10* July r+17 +16 - 1 +13 +10 - 9 +25 +24 + 8	eek endin 3* June 2 r+ 6 - 6 +13 + 2 - 2 + 5 +17 0 +12	e6 June 19 r+ 8 -12 +11 + 4 -13 +16 +50 +20 - 3	ending July 10 + 1 - 7 + 5 - 7 -15 0 +12 + 6 + 3 - 1	-19 -14 -16 -23 -38 -18 -12 -15 - 8	One we 10* July 1 +16 +15 r+16 - 8 +11 +14 +17 +19 +31 +19	eek endi 3* June + 2 + 1 + 7 - 3 - 4 + 1 + 8 + 4 + 8	ng 26 June 19 + 4 + 2 + 4 + 1 0 +10 + 7 + 9 + 3		
Boston New York Philadelphia Cleveland Richmond lanta Licago St. Louis Minneapolis Kansas City	July 10 -22 -27 - 7 -11 -60 -25 - 8 - 5 -15 +36 -62	One we July 3 +35 +75 r + 2 +47 +22 +38 -34 +45 +64 -17 +280	eek endir 3* June 7 - 3 - 8 -13 -23 + 8 - 3 +13 +21 -29 +30	ng 26 June 19 r+10 -27 - 6 + 4 + 4 - 7 +10 +17 +25 -19 +156	weeks ending July 10 + 1 - 7 - 5 - 6 -25 - 1 -12 +15 +16 - 9 +62	-20 -21 -17 -30 -41 -22 - 1 -17 -13 - 7 + 9	One we 10* July r+17 +16 - 1 +13 +10 - 9 +25 +24 + 8 +96	eek endin 3* June 2 r+ 6 - 6 +13 + 2 - 2 + 5 +17 0 +12	e6 June 19 r+ 8 -12 +11 + 4 -13 +16 +50 +20 - 3 - 5 +15	ending July 10 + 1 - 7 + 5 - 7 -15 0 +12 + 6 + 3 - 1 +40	-19 -14 -16 -23 -38 -18 -12 -15 - 8 -14 -14	One we 10* July 1 +16 +15 r+16 - 8 +11 +14 +17 +19 +31 +19 +35	eek endi 3* June + 2 + 1 + 7 - 3 - 4 + 1 + 8 + 4 + 8 + 18	ng 26 June 19 + 4 + 2 + 4 + 1 0 +10 + 7 + 9 + 3 + 7 + 1		
Boston New York Philadelphia Cleveland Richmond lanta Licago St. Louis Minneapolis Kansas City Dallas	July 10 -22 -27 - 7 -11 -60 -25 - 8 - 5 -15 +36 -62 -26	One we July 3 +35 +75 r + 2 +147 +22 +38 -34 +45 +64 -17 +280 r +43	eek endir 3* June 7 - 3 - 8 -13 -23 + 8 - 3 +13 +21 -29 +30 r- 2	ng 26 June 19 r+10 -27 - 6 + 4 + 1 - 7 +10 +17 +25 -19 +156 r+21	weeks ending July 10 + 1 - 7 - 5 - 6 -25 - 1 -12 +15 +16 - 9 +62 +10	-20 -21 -17 -30 -141 -22 - 1 -17 -13 - 7 + 9 - 8	One we r+17 +17 +16 - 1 +13 +10 - 9 +25 +24 +8 +96 r+35	eek endin 3* June 2 r+ 6 - 6 +13 + 2 - 2 + 5 +17 0 +12 0 +70 r- 6	eg r+ 8 -12 +11 + 4 -13 +16 +50 +20 - 3 - 5 +15 r-12	ending July 10 + 1 - 7 + 5 - 7 -15 0 +12 + 6 + 3 - 1 +40 - 1	-19 -14 -16 -23 -38 -18 -12 -15 - 8 -14 -14 -16	One we 10* July 1 +16 +15 r+16 - 8 +11 +14 +17 +19 +31 +19 +35 r+24	eek endi 3* June + 2 + 1 + 7 - 3 - 4 + 1 + 8 + 4 + 8 + 18 r - 4	ng 26 June 19 + 4 + 2 + 4 + 1 0 +10 + 7 + 9 + 3 + 7 + 1 r- 1		
Boston New York Philadelphia Cleveland Richmond lanta Licago St. Louis Minneapolis Kansas City	July 10 -22 -27 - 7 -41 -60 -25 - 8 - 5 -15 +36 -62 -26 + 9	One we July 3 +35 +75 r + 2 +47 +22 +38 -34 +45 +64 -17 +280	eek endir 3* June 7 - 3 - 8 -13 -23 + 8 - 3 +13 +21 -29 +30	ng 26 June 19 r+10 -27 - 6 + 4 + 4 - 7 +10 +17 +25 -19 +156	weeks ending July 10 + 1 - 7 - 5 - 6 -25 - 1 -12 +15 +16 - 9 +62	-20 -21 -17 -30 -41 -22 - 1 -17 -13 - 7 + 9	One we 10* July r+17 +16 - 1 +13 +10 - 9 +25 +24 + 8 +96	eek endin 3* June 2 r+ 6 - 6 +13 + 2 - 2 + 5 +17 0 +12	e6 June 19 r+ 8 -12 +11 + 4 -13 +16 +50 +20 - 3 - 5 +15	ending July 10 + 1 - 7 + 5 - 7 -15 0 +12 + 6 + 3 - 1 +40	-19 -14 -16 -23 -38 -18 -12 -15 - 8 -14 -14	One we 10* July 1 +16 +15 r+16 - 8 +11 +14 +17 +19 +31 +19 +35	eek endi 3* June + 2 + 1 + 7 - 3 - 4 + 1 + 8 + 4 + 8 + 18	ng 26 June 19 + 4 + 2 + 4 + 1 0 +10 + 7 + 9 + 3 + 7 + 1		

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