

DATA FILE  
REFERENCE LIBRARY  
FEDERAL RESERVE BANK  
OF CHICAGO

Sales in selected departments

LIBRARY

January 11, 1954

JAN 12 1954  
FEDERAL RESERVE  
BANK OF CHICAGO

Department	Percentage change from a year ago				4 wks. ending Jan. 2	Weekly unadjusted indexes (1947-49 av. wkly. sales=100)				Monthly unadjusted indexes (1947-49 average monthly sales = 100)								
	One week ending					1954	1953			1953				1952				
	Jan. 2	Dec. 26	Dec. 19	Dec. 12		Jan. 2	Jan. 2	Dec. 26	Dec. 19	Dec. 12	Dec.	Nov.	Oct.	Sept.	Jan.	Dec.	Nov.	Oct.
GRAND TOTAL SALES <u>1/2/</u>	+ 2	+13	- 1	- 3	+ 2	76	151	229	220	e188	p124	112	100	84	190	121	116	101
Furniture & bedding	- 4	r- 2	- 1	- 7	- 5	81	50	114	133	e109	p121	132	112	120	112	122	133	117
Domestic fl. cov'gs	-14	-11	0	- 5	- 7	54	38	93	112	e 84	p109	122	93	88	91	113	122	98
Major appliances	+ 2	r- 5	-12	-10	- 9	41	r 42	67	70	e 60	p 65	75	70	64	66	68	81	78
Radio, phonograph, TV	+ 1	+14	- 8	-11	- 5	91	r188	294	270	e228	p157	141	119	115	244	160	166	137
Total of 4 depts. <u>1/</u>	- 5	+ 1	- 5	- 8	- 5	67	63	122	131	e107	p109	118	99	99	114	112	123	107
ALL OTHER SALES <u>1/</u>	+ 3	+14	0	- 3	+ 2	77	162	242	231	e198	p125	111	100	83	199	122	115	100

p--Preliminary.

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)

	Furniture and bedding				Domestic floor coverings				Major household appliances						
	One week ending				One week ending				One week ending						
	Jan. 2	Dec. 26	Dec. 19	Dec. 12	Jan. 2	Jan. 2	Dec. 26	Dec. 19	Dec. 12	Jan. 2	Jan. 2	Dec. 26	Dec. 19	Dec. 12	Jan. 2
United States	- 4	r- 2	- 1	- 7	- 5	-14	-11	0	- 5	- 7	+ 2	r- 5	-12	-10	- 9
Boston	+ 2	- 1	-14	- 8	- 8	-11	-15	+ 2	+ 5	- 3	-28	- 8	-29	+ 3	-16
New York	-17	+ 1	+11	-13	- 7	-30	+15	+ 6	- 4	- 3	-11	+31	-28	0	- 8
Philadelphia	+ 7	+20	+ 5	+ 2	+ 6	+17	- 9	+ 6	- 1	+ 4	-22	0	-17	+ 2	- 9
Cleveland	+26	- 9	-13	- 6	- 3	-18	-52	+ 4	- 2	-13	+46	-12	-18	-16	- 6
Richmond	-25	-11	-10	-16	-15	-26	+ 2	-11	- 6	- 9	+44	-14	+ 6	-13	0
Atlanta	-37	r+ 7	+ 5	+ 1	- 7	-31	r-11	-25	- 7	-19	-57	r-20	+16	-13	-17
Chicago	-15	- 1	- 4	+ 2	- 4	- 1	- 5	+ 4	-13	- 5	-10	- 2	- 8	- 7	- 7
St. Louis	+58	-13	+ 1	- 9	+ 8	- 2	+23	+ 5	+11	+ 9	-17	- 6	+ 8	-17	- 8
Minneapolis	-17	+12	- 6	-23	-12	+ 5	-67	- 8	-27	-26	+46	-15	-31	+ 9	- 6
Kansas City	+37	-12	-20	+15	+ 3	-10	-23	- 6	0	- 7	+20	-10	+25	+ 8	+12
Dallas	-21	+ 5	- 2	- 7	- 7	- 3	-36	- 6	- 8	-10	-40	-10	-51	-50	-42
San Francisco	- 6	-13	- 1	-13	- 8	-17	-20	- 7	- 8	-12	+17	+ 5	-15	- 2	- 1

	Radios, phonographs, television, etc.				Total of 4 departments				Grand Total--entire store 2/						
	One week ending				One week ending				One week ending						
	Jan. 2	Dec. 26	Dec. 19	Dec. 12	Jan. 2	Jan. 2	Dec. 26	Dec. 19	Dec. 12	Jan. 2	Jan. 2	Dec. 26	Dec. 19	Dec. 12	Jan. 2
United States	+ 1	+14	- 8	-11	- 5	- 5	+ 1	- 5	- 8	- 5	+ 2	+13	- 1	- 3	+ 2
Boston	-30	+14	- 7	- 2	- 5	-14	0	-13	- 3	- 8	- 9	+18	0	0	+ 2
New York	+15	+18	- 9	- 7	- 2	-16	+10	+ 2	- 9	- 5	+ 1	r+24	- 1	- 8	+ 1
Philadelphia	+ 2	- 6	-12	-12	-10	+ 6	+ 4	- 2	- 2	0	+10	+ 8	0	- 6	0
Cleveland	+16	+32	-17	-23	- 8	+15	- 6	-12	-12	- 7	+10	+ 9	- 1	+ 1	+ 3
Richmond	+ 6	+33	+ 7	- 3	+ 9	-12	+ 4	- 3	-10	- 6	+ 2	+17	+ 3	- 2	+ 4
Atlanta	-54	r 0	-11	-13	-16	-43	r- 3	- 5	- 7	-13	-20	r+15	+ 2	0	+ 2
Chicago	- 1	+16	+ 7	- 5	+ 4	- 9	+ 4	0	- 4	- 2	+ 4	+11	+ 2	- 2	+ 3
St. Louis	0	+13	+ 1	- 8	0	+23	+ 3	+ 3	- 7	+ 3	+ 9	+ 7	+ 1	- 4	+ 2
Minneapolis	+69	+37	-26	- 6	+ 2	+12	- 1	-19	-13	- 9	+ 3	+13	- 1	+ 1	+ 3
Kansas City	+19	-14	- 5	+16	- 9	+18	-14	- 5	- 1	- 1	+11	+ 7	+ 2	- 3	+ 3
Dallas	-10	-14	-28	-20	-21	-21	-11	-27	-24	-22	+ 7	+12	- 3	- 4	+ 1
San Francisco	-11	+ 7	-20	- 8	-10	- 7	- 3	-12	- 9	- 9	- 5	+ 8	- 7	- 4	- 2

For footnotes, see page 1.