

CONFIDENTIAL FILE
 FEDERAL RESERVE BANK
 OF CHICAGO

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

NOT FOR PUBLICATION

Sales in selected departments

July 26, 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	1954				1953					
	July 17	July 10*	July 3*	June 26		July 17	June	May	Apr.	Mar.	July	June	May	Apr.	Mar.
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+ 3	r-18	+16	+ 2	0	p 96	93	100	90	77	97	99	95	100	
Furniture and bedding	+ 2	-20	r+11	+ 3	- 3	p106	108	94	105	112	111	116	108	105	
Domestic floor coverings	+ 6	-17	+11	+ 7	- 1	p 65	80	70	76	61	67	85	83	82	
Major appliances	+54	-16	+27	+19	+18	p 87	65	62	66	83	88	72	66	72	
Radio, phonograph, TV	+15	-22	r+36	- 1	+ 1	p 74	73	76	107	73	75	74	81	101	
Total of 4 departments <u>1/</u>	+11	-20	r+16	+ 6	+ 2	p 88	87	79	90	89	91	93	89	92	
ALL OTHER SALES <u>1/</u>	+ 2	-18	+16	+ 2	0	p 97	94	103	90	76	98	99	96	101	

p--Preliminary.

c--Corrected.

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.

*--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.

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
	July 17	July 10*	July 3*	June 26		July 17	July 10*	July 3*	June 26		July 17	July 10*	July 3*	June 26	
United States	+ 2	-20	r+11	+ 3	- 3	+ 6	-17	+11	+ 7	- 1	+ 54	-16	+27	+19	+18
Boston	+23	-10	+ 6	- 6	+ 3	+26	+10	+12	+16	+16	+ 19	-42	+24	-15	- 7
New York	- 4	-17	+19	+17	+ 1	-13	-15	+25	+32	+ 4	+ 22	-26	- 3	- 8	- 4
Philadelphia	- 8	-31	r+ 1	+ 3	- 9	-14	+ 2	r-20	+10	- 6	- 14	-36	r-40	0	-23
Cleveland	+11	-35	+11	+ 1	- 8	+40	-47	+ 2	- 3	- 6	+ 29	-40	+27	- 2	- 2
Richmond	+ 1	-29	+ 3	- 1	- 8	- 4	+ 4	+38	+31	+13	+ 29	-17	0	+ 3	+ 3
Atlanta	-10	- 1	-27	+14	- 7	-12	+ 3	-28	+11	- 7	+144	+ 1	+53	+40	+51
Chicago	+ 7	-15	+25	- 5	+ 1	- 7	-22	+21	- 8	- 6	+ 25	-24	+20	+11	+ 6
St. Louis	-21	-17	- 7	-12	-16	+23	- 2	- 5	+29	+12	+209	- 7	+68	+30	+60
Minneapolis	+13	-10	+12	- 2	+ 3	+ 5	-26	+14	-31	-13	+ 31	- 2	+10	+48	+20
Kansas City	0	-28	+19	+11	- 4	-35	-27	+60	-32	-19	+200	+124	+149	+194	+167
Dallas	-11	+ 5	+13	-22	- 7	- 8	-46	+19	-13	-13	+ 86	- 2	+43	+ 4	+28
San Francisco	+13	-20	+10	- 1	+ 2	+28	- 4	- 1	+ 5	+ 8	- 4	-21	+12	-10	- 7
	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
	July 17	July 10*	July 3*	June 26		July 17	July 10*	July 3*	June 26		July 17	July 10*	July 3*	June 26	
United States	+15	-22	r+36	- 1	+ 1	+11	-20	r+16	+ 6	+ 2	+ 3	r-18	+16	+ 2	0
Boston	-15	-27	+75	- 3	- 2	+17	-21	+17	- 6	+ 1	+ 7	-14	+15	+ 1	+ 2
New York	+39	- 7	+ 2	- 8	+ 6	- 1	-17	+16	+13	+ 2	+ 6	r-15	+16	+ 7	+ 4
Philadelphia	-24	-41	r+38	-13	-15	-11	-30	r- 7	+ 2	-12	- 6	-23	- 8	- 3	-10
Cleveland	+19	-60	+22	-23	-21	+20	-41	+13	- 2	- 8	+ 9	-38	+11	- 4	- 8
Richmond	+ 5	-25	+38	+ 8	+ 3	+ 4	-22	+10	+ 5	- 2	+ 2	-18	+14	+ 1	- 1
Atlanta	-16	- 8	-34	- 3	-18	+18	- 1	- 9	+17	+ 5	+ 3	-12	+17	+ 8	+ 3
Chicago	+27	- 5	+45	+13	+17	+10	-17	+25	0	+ 3	+ 2	-15	+19	+ 4	+ 2
St. Louis	+28	-15	+64	+21	+17	+24	-13	+24	+12	+11	- 1	- 8	+31	+ 8	+ 7
Minneapolis	0	+36	-17	-29	- 4	+15	- 7	+ 8	0	+ 3	+ 8	-14	+19	+ 5	+ 4
Kansas City	+30	-62	+280	+30	+31	+57	+ 9	+96	+70	+53	+ 7	-14	+35	+18	+10
Dallas	- 9	-26	c+64	- 2	+ 1	+11	- 8	+35	- 6	+ 7	+ 1	-16	+24	- 4	0
San Francisco	+42	+ 9	+34	+ 9	+24	+17	r-12	+13	0	+ 5	+ 1	-13	+15	- 2	0

For footnotes, see page 1.