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CONFIDENTIAL - F. R. SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES--UNITED STATES SUMMARY  
NOV 16 1954

NOT FOR PUBLICATION

## Sales in selected departments

November 15, 1954

FEDERAL RESERVE  
BANK OF CHICAGO

Department	Percentage change from a year ago					Monthly unadjusted indexes (1947-49 average monthly sales = 100)									
	One week ending				4 weeks ending	1954					1953				
	Nov. 6	Oct. 30	Oct. 23	Oct. 16		Nov. 6	Oct.	Sept.	Aug.	July	Nov.	Oct.	Sept.	Aug.	July
	GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+ 4	+ 3	+ 8	+ 1	+ 3	e108	101	87	76	123	112	100	87	77
Furniture and bedding	+ 3	+ 3	0	+ 5	+ 2	e124	115	131	110	121	132	112	136	112	
Domestic floor coverings	+ 2	0	- 5	-11	- 5	e107	91	77	61	109	122	93	83	61	
Major appliances	+ 8	+20	+13	+21	+15	e 79	72	73	92	65	75	70	74	83	
Radio, phonograph, TV	+ 7	+12	+ 9	+ 5	+ 8	e139	123	89	73	157	141	119	93	73	
Total of 4 departments <u>1/</u>	+ 2	+ 5	+ 1	+ 3	+ 3	e112	101	100	90	110	118	99	104	89	
ALL OTHER SALES <u>1/</u>	+ 4	r+ 2	+ 9	0	+ 3	e108	101	85	74	125	111	100	84	76	

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 F.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
	Nov. 6	Oct. 30	Oct. 23	Oct. 16	Nov. 6	Nov. 6	Oct. 30	Oct. 23	Oct. 16	Nov. 6	Nov. 6	Oct. 30	Oct. 23	Oct. 16	Nov. 6
United States	+ 3	+ 3	0	+ 5	+ 2	+ 2	0	- 5	-11	- 5	+ 8	+20	+13	+21	+15
Boston	-12	+12	+12	+11	+ 5	+16	- 2	-15	-14	- 4	+ 5	+12	-12	+ 3	+ 1
New York	+19	+ 3	+ 6	- 2	+ 6	- 5	- 4	- 5	-22	-10	-21	+ 5	-19	+10	- 7
Philadelphia	- 9	+14	- 8	-17	- 5	-11	+ 3	-20	-19	-13	+29	+34	+27	+ 4	+22
Cleveland	-14	-14	- 8	+ 5	- 8	+ 5	- 5	-34	-13	-15	+ 5	+ 9	+24	+32	+17
Richmond	+ 4	0	+ 8	+ 4	+ 4	+25	+ 4	+10	- 7	+ 7	+ 5	+31	+27	+53	+30
Atlanta	+ 9	0	+14	+16	+ 8	- 3	0	+31	+ 2	+ 5	+37	+38	- 4	-31	+ 8
Chicago	- 4	+11	-15	+26	+ 4	- 4	+ 2	- 3	- 4	- 2	+ 2	+19	+ 3	+14	+10
St. Louis	0	+ 7	+ 7	+26	+ 9	+18	-11	+ 5	- 1	+ 2	+ 5	+40	+36	+26	+26
Minneapolis	+76	-12	- 3	+ 2	+14	+60	+26	-10	+20	+18	+40	- 3	+ 7	+59	+25
Kansas City	-35	0	+ 6	+16	- 8	0	-23	+23	-15	- 6	+40	+45	+22	+142	+59
Dallas	- 5	+19	+33	- 4	+ 9	- 9	+53	+38	+10	+22	+25	+34	+86	+24	+40
San Francisco	+ 4	- 5	- 6	- 5	- 3	- 6	r- 2	+ 7	0	0	-14	r+ 4	- 5	+ 4	- 3
	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
	Nov. 6	Oct. 30	Oct. 23	Oct. 16	Nov. 6	Nov. 6	Oct. 30	Oct. 23	Oct. 16	Nov. 6	Nov. 6	Oct. 30	Oct. 23	Oct. 16	Nov. 6
United States	+ 7	+12	+ 9	+ 5	+ 8	+ 2	+ 5	+ 1	+ 3	+ 3	+ 4	+ 3	+ 8	+ 1	+ 3
Boston	-10	-16	+17	+ 1	- 3	- 3	+ 4	+ 1	+ 3	+ 1	+ 4	+11	+ 5	- 7	+ 3
New York	+12	+13	+22	+11	+14	+ 9	+ 2	+ 3	- 6	+ 2	+10	r+ 8	+ 9	- 7	+ 5
Philadelphia	+ 3	+13	- 2	+22	+10	- 6	+12	- 9	-13	- 4	+11	+ 3	+ 3	-12	+ 1
Cleveland	- 2	+11	0	-19	- 3	- 6	- 6	-11	0	- 6	- 3	- 6	+ 3	- 3	- 3
Richmond	+15	+10	+32	+14	+18	+11	+ 6	+14	+ 8	+10	+13	+ 7	+22	- 3	+10
Atlanta	+32	+17	- 7	-26	+ 3	+14	+ 8	+ 7	- 6	+ 7	+10	r+ 5	+17	+ 6	+ 9
Chicago	0	+ 5	+ 4	+12	+ 5	- 2	+10	- 7	+16	+ 4	- 1	0	+ 8	+ 8	+ 3
St. Louis	+31	+33	+ 5	+37	+25	+ 9	+12	+11	+21	+13	+ 6	+ 6	+16	+10	+ 9
Minneapolis	+ 8	+25	- 8	+17	+ 9	+49	+ 5	- 3	+22	+16	+ 1	- 2	- 7	+ 7	- 1
Kansas City	+42	+111	+45	+84	+69	- 2	+28	+22	+48	+22	+ 4	+ 7	+ 2	+15	+ 7
Dallas	+23	+18	+61	+16	+25	+ 5	+28	+52	+ 9	+22	+ 5	+ 8	+25	+22	+14
San Francisco	-17	r-16	- 9	-16	-14	- 7	- 6	- 4	- 7	- 6	- 4	r- 1	- 5	- 1	- 3

For footnotes, see page 1.