

CONFIDENTIAL - F. R.

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

NOT FOR PUBLICATION

Sales in selected departments

March 8, 1954

DATA FILE
REFERENCE LIBRARY
FEDERAL RESERVE BANK
OF CHICAGO

LIBRARY
MAR 9 1954
FEDERAL RESERVE BANK OF CHICAGO

Department	Percentage change from a year ago					Weekly unadjusted indexes (1947-49 av. wkly. sales=100)				Monthly unadjusted indexes (1947-49 average monthly sales = 100)									
	One week ending				4 wks. ending	1954				1954				1953				1952	
	Feb. 27	Feb. 20	Feb. 13	Feb. 6	Feb. 27	Feb. 27	Feb. 20	Feb. 13	Feb. 6	Feb.	Jan.	Dec.	Nov.	Mar.	Feb.	Jan.	Dec.	Nov.	
GRAND TOTAL SALES <u>1/2/</u>	- 4	+ 3	+ 1	0	0	86	84	90	85	e 77	p 81	186	123	100	77	84	190	121	
Furniture & bedding	- 6	- 2	- 5	- 3	- 4	150	r127	131	140	e116	p112	103	121	105	121	120	112	122	
Domestic fl. cov'gs	- 8	r- 8	-13	- 5	- 9	91	85	92	90	e 74	p 77	81	109	82	80	88	91	113	
Major appliances	-13	+ 2	- 2	- 4	- 6	67	63	63	63	e 56	p 59	57	65	72	59	64	66	68	
Radio, phonograph, TV	+ 5	- 4	+ 1	+ 3	0	114	110	116	117	e 95	p 99	225	157	101	95	115	244	160	
Total of 4 depts. <u>1/</u>	- 7	- 3	- 6	- 3	- 5	113	r101	104	108	e 90	p 90	103	110	92	94	99	114	112	
ALL OTHER SALES <u>1/</u>	- 4	+ 4	+ 2	+ 1	+ 1	83	82	88	83	e 75	p 80	196	125	101	75	83	199	122	

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.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
	Feb. 27	Feb. 20	Feb. 13	Feb. 6	Feb. 27	Feb. 27	Feb. 20	Feb. 13	Feb. 6	Feb. 27	Feb. 27	Feb. 20	Feb. 13	Feb. 6	Feb. 27
United States	- 6	- 2	- 5	- 3	- 4	- 8	r- 8	-13	- 5	- 9	-13	+ 2	- 2	- 4	- 6
Boston	- 3	- 8	- 3	-14	- 7	-12	- 9	+ 8	+ 6	- 1	+16	-14	- 5	- 8	- 5
New York	- 4	r+ 6	- 6	- 2	- 2	+16	r- 4	- 4	- 7	- 1	+ 1	r- 3	+30	- 1	+ 7
Philadelphia	- 9	-20	- 1	-12	-10	-29	-11	-16	-13	-18	-20	-34	- 8	- 1	-16
Cleveland	-17	+ 6	-14	+ 3	- 7	-23	-18	-32	+ 3	-19	-29	+18	-22	-21	-15
Richmond	-10	- 5	-15	+ 1	- 7	-10	+ 5	-16	+13	- 3	-27	+15	+ 7	+38	- 1
Atlanta	-14	-14	+14	- 1	- 5	-27	+25	+ 8	- 8	- 2	+ 1	- 9	+23	+51	+15
Chicago	+ 1	- 3	- 7	- 1	- 2	- 3	+10	- 5	-10	- 2	+ 2	+ 5	- 3	+ 1	+ 2
St. Louis	+12	- 6	+ 4	- 1	+ 3	+ 6	-21	-14	- 2	- 7	+ 5	+19	0	- 9	+ 3
Minneapolis	-13	- 2	-12	+20	- 3	0	-23	-21	+41	- 4	+11	+30	+52	+18	+28
Kansas City	- 6	- 9	- 2	-12	- 8	0	-31	-25	- 9	-15	-23	-24	+23	-19	-11
Dallas	+17	- 2	+23	-10	+ 6	-35	-40	0	-15	-25	-49	- 6	-35	-52	-39
San Francisco	-10	+ 2	+11	-12	- 3	-15	-23	-22	-24	-21	-16	0	- 4	-16	- 9

	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
	Feb. 27	Feb. 20	Feb. 13	Feb. 6	Feb. 27	Feb. 27	Feb. 20	Feb. 13	Feb. 6	Feb. 27	Feb. 27	Feb. 20	Feb. 13	Feb. 6	Feb. 27
United States	+ 5	- 4	+ 1	+ 3	0	- 7	- 3	- 6	- 3	- 5	- 4	+ 3	+ 1	0	0
Boston	-28	+13	+14	+66	+18	- 4	- 7	0	+ 1	- 2	- 5	+ 3	+ 4	+14	+ 4
New York	+32	+18	-17	- 4	+ 4	+ 1	r+ 5	- 5	- 3	- 1	- 1	+ 3	+ 6	+ 3	+ 3
Philadelphia	+ 9	-17	+ 4	-41	-15	-11	-19	- 5	-16	-13	-10	- 3	- 3	- 1	- 4
Cleveland	0	-26	+16	+37	+ 6	-18	- 3	-15	+ 3	- 9	- 9	+ 5	- 5	+ 5	- 1
Richmond	+23	+32	+24	+18	+24	- 9	+ 3	- 7	+10	- 2	- 2	+10	+ 1	+ 5	+ 3
Atlanta	-20	-24	-25	-50	-32	-14	- 8	+ 5	- 5	- 6	- 4	+ 7	- 4	0	0
Chicago	+11	+ 6	+23	-17	+ 5	+ 2	+ 2	- 2	- 5	- 1	- 4	+ 5	+ 2	0	+ 1
St. Louis	+78	+24	+13	+40	+37	+16	- 2	+ 1	+ 2	+ 5	+ 2	+ 1	+ 5	- 5	+ 1
Minneapolis	-17	-12	-45	- 8	-21	- 6	- 3	- 9	+18	- 1	- 2	+20	+ 1	+ 8	+ 6
Kansas City	-30	-43	-17	+15	-21	-11	-24	- 3	- 9	-12	- 8	+ 2	- 1	+ 3	- 1
Dallas	-35	-37	-54	-54	-45	-24	-17	-18	-35	-24	- 2	- 5	- 1	- 6	- 3
San Francisco	+ 1	+ 9	- 8	+24	+ 6	-10	- 2	- 4	- 7	- 6	- 2	r- 2	- 1	-13	- 5

For footnotes, see page 1.