

CONFIDENTIAL - F. R.

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

NOT FOR PUBLICATION

REF ID: A6494
FEDERAL RESERVE BANK
OF CHICAGO

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MAR 16 1954
FEDERAL RESERVE
BANK OF CHICAGO

March 15, 1954

Sales in selected departments

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			
	Mar. 6	Feb. 27	Feb. 20	Feb. 13		Mar. 6	Feb. 27	Feb. 20	Feb. 13	Feb.	Jan.	Dec.	Nov.	Mar.	Feb.	Jan.	Dec.	Nov.	
GRAND TOTAL SALES <u>1/2/</u>	-16	-4	+3	+1	-4	79	86	84	90	e 77	p 81	186	123	100	77	84	190	121	
Furniture & bedding	-14	-6	-2	-5	-7	102	150	127	131	e 116	p 112	103	121	105	121	120	112	122	
Domestic fl. cov'gs	-22	-8	-8	-13	-13	75	91	85	92	e 74	p 77	81	109	82	80	88	91	113	
Major appliances	-21	-13	+2	-2	-11	67	r 66	63	63	e 56	p 59	57	65	72	59	64	66	68	
Radio, phonograph, TV	-17	+5	-4	+1	-5	108	114	110	116	e 95	p 99	225	157	101	95	115	244	160	
Total of 4 depts. <u>1/</u>	-19	-7	-3	-6	-8	89	113	101	104	e 90	p 90	103	110	92	94	99	114	112	
ALL OTHER SALES <u>1/</u>	-16	r- 3	+4	+2	-4	78	83	82	88	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.

	(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					
	Mar. 6	Feb. 27	Feb. 20	Feb. 13	Mar. 6	Mar. 6	Feb. 27	Feb. 20	Feb. 13	Mar. 6	Mar. 6	Feb. 27	Feb. 20	Feb. 13	Mar. 6	
United States	-14	-6	-2	-5	-7	-22	-8	-8	-13	-13	-21	-13	+2	-2	-11	
Boston	-2	-3	-8	-3	-4	+6	-12	-9	+8	-2	-36	+16	-14	-5	-15	
New York	-1	-4	+6	-6	-2	+1	+16	-4	-4	+1	-22	+1	-3	+30	0	
Philadelphia	-18	-9	-20	-1	-12	-40	-29	-11	-16	-24	-37	-20	-34	-8	-26	
Cleveland	-51	-17	+6	-14	-17	-71	-23	-18	-32	-36	-37	-29	+18	-22	-19	
Richmond	-25	-10	-5	-15	-13	-11	-10	+5	-16	-8	+5	-27	+15	+7	-6	
Atlanta	+7	-14	-14	+14	-4	-18	-27	+25	+8	-4	+19	+1	-9	+23	+6	
Chicago	-14	+1	-3	-7	-5	-22	-3	+10	-5	-5	-29	+2	+5	-3	-8	
St. Louis	-2	+12	-6	+4	+3	+7	+6	-21	-14	-6	+63	+5	+19	0	+21	
Minneapolis	-17	-13	-2	-12	-12	-5	0	-23	-21	-12	-51	+11	+30	+52	-13	
Kansas City	+12	-6	-9	-2	-2	-19	0	-31	-25	-19	-59	-23	-24	+23	-26	
Dallas	-15	+17	-2	+23	+4	-21	-35	-40	0	-26	-20	-49	-6	-35	-30	
San Francisco	-1	-10	+2	+11	0	+8	-15	-23	-22	-14	-19	r-17	0	-4	-10	
Radios, phonographs, television, etc.														Grand Total--entire store 27		
	One week ending					Total of 4 departments					One week ending					
	One week ending				4 weeks ending	One week ending				4 weeks ending	One week ending					
	Mar. 6	Feb. 27	Feb. 20	Feb. 13	Mar. 6	Mar. 6	Feb. 27	Feb. 20	Feb. 13	Mar. 6	Mar. 6	Feb. 27	Feb. 20	Feb. 13		
	-17	+5	-4	+1	-5	-19	-7	-3	-6	-8	-16	-4	+3	+1	-4	
United States	-37	-28	+13	+14	-12	-18	-4	-7	0	-7	-8	-5	+3	+4	-2	
Boston	-2	+32	+18	-17	+5	-2	+1	+5	-5	0	-5	-1	+3	+6	+1	
New York	-27	+9	-17	+4	-9	-26	-11	-19	-5	-15	-17	-10	-3	-3	-8	
Philadelphia	-38	0	-26	+16	-11	-53	-18	-3	-15	-21	-55	-9	+5	-5	-17	
Cleveland	+8	+23	+32	+24	+21	-14	-9	+3	-7	-7	-7	-2	+10	+1	0	
Richmond	-3	-20	-24	-25	-19	+3	-14	-8	+5	-4	-17	-4	+7	-4	-5	
Atlanta	+2	+11	+6	+23	+10	-16	+2	+2	-2	-3	-15	-4	+5	+2	-3	
Chicago	+34	+78	+24	+13	+35	+19	+16	-2	+1	+8	-4	+2	+1	+5	+1	
St. Louis	-43	-17	-12	-45	-33	-33	-6	-3	-9	-16	-5	-2	+20	+1	+3	
Minneapolis	-65	-30	-43	-17	-46	-37	-11	-24	-3	-20	-2	-8	+2	-1	-3	
Kansas City	-27	-35	-37	-54	-37	-20	-24	-17	-18	-20	-14	-2	-5	-1	-6	
Dallas	-23	r 0	+9	-8	-6	-8	-10	-2	-4	-6	-2	-2	-2	-1	-2	
San Francisco																

For footnotes, see page 1.