REFERENCE LIERAM HETERICAGO
FEDERAL RESERVE BANKSE CONFIDENTIAL - F. R. WALAGE LIP SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES--UNITED STATES SUMMARY 1954

Sales in selected departments

BANK OF CHICAGO

NOT FOR PUBLICATION

August 9, 1954

	Perce	ntage ch	ange fro	m a year ag				/2015	Monthly	unadju	sted in	dexes	00)	
Department					4 weeks	(1947-49 average monthly sales = 100) 1954 1953								
-	July 3	l July 2	24 July 1		July 31	July	June	May	Apr.	Aug.	July	June	May	Apr.
GRAND TOTAL SALES 1/2/	0	+ 1	+ 3	-18	- 4	e 78	p 96	93	100	87	77	97	99	95
Furniture and bedding	+ 2	+10	+ 2	<b>-</b> 20	- 2	ell4	p106	108	94	136	112	111	116	108
Domestic floor coverings	+1	+ 6	+ 6	-17	- 2	e 62	p 65	80	70	83	61	67	85	83
Major appliances	+1	+10	+51	-17	+ 7	e 90	p 87	65	62	74	83	88	72	66
Radio, phonograph, TV	- 7	+13	+15	<b>-</b> 22	- 4	e 75	p 74	73	76	93	73	75	74	81
Total of 4 departments 1/	+1	+ 9	+11	<b>-</b> 20	- 1	e 92	p 88	87	79	104	89	91	93	89
ALL OTHER SALES 1/	0	- 1	+ 2	-18	<b>-</b> 5	e 76	p 97	94	103	84	76	98	99	96

p--Preliminary. r--Revised. e--Estimated from weekly sales figures.

\*--In using year ago comparisons for the week ending July 10 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.

<sup>1/</sup> 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.

## SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES-SUMMARY BY DISTRICTS

Sales in Selected Departments

					Sales in					`					
				rcentage c	change fr	com corr							<del></del>		Page 2
		Furni	ture and	bedding	,-,-	Domestic floor coverings Major household applia									
		O			4 weeks	1	000 3400	k ending		4 weeks	i	One week	r ending		4 weeks
	L		k ending		ending	<u> </u>		_		ending					ending
	July 31				July 31	July 31			July 10*						July 31
United States	+ 2	+ 10	+ 2	<b>-</b> 20	- 2	+ 1	+ 6	+ 6	<b>-</b> 17	- 2	+ 1	+ 10	+ 51	- 17	+ 7
Boston	+ 4	+ 1	+ 23	- 10	+ 4	- 10	+ 29	+ 26	+ 10	+ 11	- 15	- 5	+ 19	- 42	- 12
lew York	- 1	+ 29	- 4	- 17	+ 2	- 6	+ 15	- 13	<b>-</b> 15	- 5	- 3	<b>-</b> 23	+ 22	<b>-</b> 26	- 8
Philadelphia	- 1	+ 2	- 8	<b>-</b> 3i	- 9	+ 12	+ 11	- 14	+ 2	+ 3	- 18	- 31	- 14	<b>-</b> 36	- 26
Cleveland	+ 13	+ 6	+ 11	<b>-</b> 35	<b> </b> - 3	+ 10	- 12	+ 40	- 47	- 6	+ 7	<b>-</b> 16	+ 29	- 40	- 8
010.01010	•	• -			- '	,	— <del>-</del>	• •	~·	!				,	
Richmond	+ 5	+ 3	+ 1	<b>-</b> 29	- 6	+ 20	+ 1	- 4	+ 4	+ 5	+ 8	- 4	+ 29	- 17	+ 3
Atlanta	- 15	+ 8	<del>-</del> 10	<b>-</b> 1	- 4	- 23	+ 5	- 12	+ 3	- 7	- 19	+ 34	+144	+ 1	+ 27
Chicago	_	+ 0 - 1	+ 7	- 15	<b>-</b> 2	- 6		- 7	<del>-</del> 22	- 7	+ 10	<del>-</del> 5	+ 25	- 24	0
	_	+ 16	+ / - 21			+ 18	+ 9	+ 23	_	+ 10	<del>-</del> 20	+ 84	+209	_	+ 52
St. Louis	+ 8	+ 10	- CT	- 17	<b>-</b> 5	+ 10	U	+ 4)	- 2	+ 10	- 20	+ 04	+407	<del>-</del> 7	+ ) =
752	O)	41	. רר	10		. 70	0	٠ ٢	<b>-</b> 26	ا ہے ا	+ 10	0	+ 31	- 2	+ 4
Minneapolis	+ 24	+ 61	+ 13	- 10	+ 22	+ 10	<b>-</b> 9	+ 5		- 5		<b>-</b> 9			+ 4   + 95
Kansas City	+ 3	+ 4	Õ	<b>-</b> 28	- 6	+ 8	- 5	<del>-</del> 35	- 27	- 14	- 8	+ 98	+200	+124	
Dallas	+ 9	+ 5	<b>-</b> 9	+ 1	- 1	+ 23	+ 8	0	- 41	0	+ 21	+ 41	+ 52	- 11	+ 25
San Francisco	- 11	+ 3	+ 13	<b>-</b> 20	- 3	- 3	+ 15	+ 28	- 4	+ 9	0	+ 32	- 6	- 21	] - ]
	Radios	phonogr	raphs, t	elevision	, etc.	<b> </b>	Total	of 4 dep	artments			Grand '	Cotale	ntire sto	
	Radios	<u> </u>			, etc. 14 weeks					4 weeks					4 weeks
	Radios	<u> </u>	raphs, t k ending		14 weeks			of 4 dep ek ending		4 weeks			rotalen k ending		
		One weel	k ending		4 weeks		One wee	ek ending		ending	July 31	One weel	k ending		4 weeks ending
United States		One weel	k ending July 17	July 10*	4 weeks	July 31	One wee	ek ending	July 10*	ending	July 31	One weel	k ending		4 weeks ending
United States Boston	July 31 - 7	One weel  July 24	k ending  July 17 + 15	July 10* - 22	4 weeks ending July 31 - 4	July 31 + 1	One wee	ek ending   July 17   + 11	July 10* - 20	ending July 31 - 1	0	One weel	k ending July 17	July 10*	4 weeks ending July 31
Boston	July 31 - 7 - 7	One weel   July 24	k ending  July 17 + 15 - 15	July 10* - 22 - 27	4 weeks ending July 31 - 4 - 21	July 31 + 1 - 4	One wee	ek ending   July 17   + 11   + 17	July 10* - 20 - 21	ending July 31 - 1 - 3	0 +114	One weel   July 24	k ending  July 17 + 3 + 7	July 10* - 18 - 14	4 weeks ending July 31 - 4
Boston New York	July 31 - 7 - 7 - 12	One weel   July 24	k ending  July 17 + 15 - 15 + 39	July 10*  - 22  - 27  - 7	14 weeks ending July 31 - 4 - 21 + 7	July 31 + 1 - 4 - 2	One wee    July 24	ek ending   July 17 + 11 + 17 - 1	July 10* - 20 - 21 - 17	ending July 31 - 1 - 3 0	0 +14 + 1	One weel   July 24	k ending  July 17 + 3 + 7 + 6	July 10* - 18 - 14 - 15	4 weeks ending July 31 - 4 0 0
Boston New York Philadelphia	July 31 - 7 - 7 - 12 - 23	One weel   July 24 + 13 - 33 + 6 - 15	k ending  July 17 + 15 - 15 + 39 - 24	July 10* - 22 - 27 - 7 - 41	weeks ending   July 31   - 4   - 21   + 7   - 26	July 31 + 1 - 4 - 2 - 3	One wee  1 July 24  + 9  - 3  + 22  - 4	Ek ending   July 17 + 11 + 17 - 1 - 11	July 10* - 20 - 21 - 17 - 30	ending July 31 - 1 - 3 0 - 12	0 + 14 + 1 - 4	One weel   July 24	k ending  July 17 + 3 + 7 + 6 - 6	July 10* - 18 - 14 - 15 - 23	4 weeks ending July 31 - 4 0 0 - 10
Boston New York	July 31 - 7 - 7 - 12	One weel   July 24	k ending  July 17 + 15 - 15 + 39	July 10*  - 22  - 27  - 7	14 weeks ending July 31 - 4 - 21 + 7	July 31 + 1 - 4 - 2	One wee    July 24	ek ending   July 17 + 11 + 17 - 1	July 10* - 20 - 21 - 17	ending July 31 - 1 - 3 0	0 +14 + 1	One weel   July 24	k ending  July 17 + 3 + 7 + 6	July 10* - 18 - 14 - 15	4 weeks ending July 31 - 4 0 0
Boston New York Philadelphia Cleveland	July 31 - 7 - 7 - 12 - 23 - 25	One weel  July 24  + 13  - 33  + 6  - 15  + 8	k ending  July 17 + 15 - 15 + 39 - 24 + 19	July 10* - 22 - 27 - 7 - 41 - 60	weeks   ending   July 31   - 4   - 21   + 7   - 26   - 22	July 31 + 1 - 4 - 2 - 3 + 9	One wee  1 July 24  + 9  - 3  + 22  - 4  0	Ek ending    July 17  + 11  + 17  - 1  - 11  + 20	July 10* - 20 - 21 - 17 - 30 - 41	ending July 31 - 1 - 3 0 - 12 - 6	0 + 14 + 1 - 4 - 7	One weel  July 24  + 1  - 6  r+ 11  - 4  - 8	k ending  July 17 + 3 + 7 + 6 - 6 + 9	July 10* - 18 - 14 - 15 - 23 - 38	4 weeks ending July 31 - 4 0 0 - 10 - 13
Boston New York Philadelphia Cleveland Richmond	July 31 - 7 - 7 - 12 - 23 - 25 + 19	One weel    July 24	k ending  July 17 + 15 - 15 + 39 - 24 + 19 + 5	July 10* - 22 - 27 - 7 - 41 - 60 - 25	weeks   ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5	July 31 + 1 - 4 - 2 - 3 + 9 + 9	One wee  1 July 24  + 9  - 3  + 22  - 4  0  + 4	Ek ending   July 17 + 11 + 17 - 1 - 11 + 20 + 4	July 10* - 20 - 21 - 17 - 30 - 41 - 22	ending July 31 - 1 - 3 0 - 12 - 6	0 + 14 + 1 - 4 - 7 + 3	One weel    July 24	k ending  July 17 + 3 + 7 + 6 - 6 + 9 + 2	July 10* - 18 - 14 - 15 - 23 - 38 - 18	# weeks ending July 31 - # 0 0 - 10 - 13 - 3
Boston New York Philadelphia Cleveland Richmond Atlanta	July 31  - 7  - 7  - 12  - 23  - 25  + 19  - 12	One week    July 24	k ending  July 17 + 15 - 15 + 39 - 24 + 19 + 5 - 16	July 10* - 22 - 27 - 7 - 41 - 60 - 25 - 8	weeks ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5   - 12	July 31 + 1 - 4 - 2 - 3 + 9 + 9 - 17	One wee  1 July 24  + 9  - 3  + 22  - 4  0  + 4  + 9	Ek ending   July 17 + 11 + 17 - 1 - 11 + 20 + 4 + 18	July 10* - 20 - 21 - 17 - 30 - 41 - 22 - 1	ending July 31 - 1 - 3 0 - 12 - 6 - 2 + 1	0 + 114 + 1 - 4 - 7 + 3 + 1	One weel    July 24	k ending  July 17 + 3 + 7 + 6 - 6 + 9 + 2 + 3	July 10* - 18 - 14 - 15 - 23 - 38 - 18 - 12	4 weeks ending July 31 - 4 0 0 - 10 - 13 - 3 0
Boston New York Philadelphia Cleveland Richmond Atlanta Chicago	July 31 - 7 - 7 - 12 - 23 - 25 + 19 - 12 + 4	One week    July 24	k ending  July 17 + 15 - 15 + 39 - 24 + 19 + 5 - 16 + 27	July 10* - 22 - 27 - 7 - 41 - 60 - 25 - 8 - 5	weeks ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5   - 12   + 4	July 31 + 1 - 4 - 2 - 3 + 9 + 9 - 17 + 3	One wee  1 July 24  + 9  - 3  + 22  - 4  0  + 4  + 9  - 1	ek ending   July 17	July 10* - 20 - 21 - 17 - 30 - 41 - 22 - 1 - 17	ending July 31 - 1 - 3 0 - 12 - 6 - 2 + 1 - 2	0 + 14 + 1 - 4 - 7 + 3 + 1 - 1	One weel  July 24  + 1  - 6  r+ 11  - 4  - 8  + 3  + 7  - 1	k ending   July 17	July 10* - 18 - 14 - 15 - 23 - 38 - 18 - 12 - 15	4 weeks ending July 31 - 4 0 - 10 - 13 - 3 0 - 4
Boston New York Philadelphia Cleveland Richmond Atlanta	July 31  - 7  - 7  - 12  - 23  - 25  + 19  - 12	One week    July 24	k ending  July 17 + 15 - 15 + 39 - 24 + 19 + 5 - 16	July 10* - 22 - 27 - 7 - 41 - 60 - 25 - 8	weeks ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5   - 12	July 31 + 1 - 4 - 2 - 3 + 9 + 9 - 17	One wee  1 July 24  + 9  - 3  + 22  - 4  0  + 4  + 9	Ek ending   July 17 + 11 + 17 - 1 - 11 + 20 + 4 + 18	July 10* - 20 - 21 - 17 - 30 - 41 - 22 - 1	ending July 31 - 1 - 3 0 - 12 - 6 - 2 + 1	0 + 114 + 1 - 4 - 7 + 3 + 1	One weel    July 24	k ending  July 17 + 3 + 7 + 6 - 6 + 9 + 2 + 3	July 10* - 18 - 14 - 15 - 23 - 38 - 18 - 12	4 weeks ending July 31 - 4 0 0 - 10 - 13 - 3 0
Boston New York Philadelphia Cleveland Richmond Atlanta Chicago St. Louis	July 31 - 7 - 7 - 12 - 23 - 25 + 19 - 12 + 4	One week    July 24	k ending  July 17 + 15 - 15 + 39 - 24 + 19 + 5 - 16 + 27	July 10* - 22 - 27 - 7 - 41 - 60 - 25 - 8 - 5 - 15	weeks ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5   - 12   + 4	July 31 + 1 - 4 - 2 - 3 + 9 + 9 - 17 + 3 + 6	One wee  1 July 24  + 9  - 3  + 22  - 4  0  + 4  + 9  - 1  + 36	ek ending   July 17 + 11 + 17 - 1 - 11 + 20 + 4 + 18 + 10 + 24	July 10* - 20 - 21 - 17 - 30 - 41 - 22 - 1 - 17	ending July 31 - 1 - 3 0 - 12 - 6 - 2 + 1 - 2	0 + 14 + 1 - 4 - 7 + 3 + 1 - 1	One weel  July 24  + 1  - 6  r+ 11  - 4  - 8  + 3  + 7  - 1	k ending  July 17 + 3 + 7 + 6 - 6 + 9 + 2 + 3 + 2 - 1	July 10* - 18 - 14 - 15 - 23 - 38 - 18 - 12 - 15 - 8	4 weeks ending July 31 - 4 0 0 - 10 - 13 - 3 0 - 4 0
Boston New York Philadelphia Cleveland Richmond Atlanta Chicago	July 31 - 7 - 7 - 12 - 23 - 25 + 19 - 12 + 4	One week    July 24	k ending  July 17 + 15 - 15 + 39 - 24 + 19 + 5 - 16 + 27	July 10* - 22 - 27 - 7 - 41 - 60 - 25 - 8 - 5	weeks ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5   - 12   + 4	July 31 + 1 - 4 - 2 - 3 + 9 - 17 + 3	One wee  1 July 24  + 9  - 3  + 22  - 4  0  + 4  + 9  - 1  + 36	ek ending   July 17	July 10* - 20 - 21 - 17 - 30 - 41 - 22 - 1 - 17	ending July 31 - 1 - 3 0 - 12 - 6 - 2 + 1 - 2	0 + 14 + 1 - 4 - 7 + 3 + 1 - 1	One weel  July 24  + 1  - 6  r+ 11  - 4  - 8  + 3  + 7  - 1	k ending   July 17	July 10* - 18 - 14 - 15 - 23 - 38 - 18 - 12 - 15 - 8 - 14	4 weeks ending July 31 - 4 0 0 - 10 - 13 - 3 0 - 4
Boston New York Philadelphia Cleveland Richmond Atlanta Chicago St. Louis	July 31  - 7 - 7 - 12 - 23 - 25 + 19 - 12 + 4 + 36 - 30	One weel  July 24  + 13  - 33  + 6  - 15  + 8  + 22  - 10  - 4  + 68  + 29	k ending  July 17 + 15 - 15 + 39 - 24 + 19 + 5 - 16 + 27 + 28	July 10* - 22 - 27 - 7 - 41 - 60 - 25 - 8 - 5 - 15	weeks ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5   - 12   + 4   + 22   + 2	July 31 + 1 - 4 - 2 - 3 + 9 + 9 - 17 + 3 + 6	One wee  1 July 24  + 9  - 3  + 22  - 4  0  + 4  + 9  - 1  + 36  + 17	Ek ending    July 17  + 11  + 17  - 1  - 11  + 20  + 4  + 18  + 10  + 24  + 15	July 10* - 20 - 21 - 17 - 30 - 41 - 22 - 1 - 17 - 13	ending July 31 - 1 - 3 0 - 12 - 6 - 2 + 1 - 2 + 12	0 + 14 + 1 - 4 - 7 + 3 + 1 - 1 + 5	One weel  July 24  + 1  - 6  r+ 11  - 4  - 8  + 3  + 7  - 1  + 2	k ending   July 17	July 10* - 18 - 14 - 15 - 23 - 38 - 18 - 12 - 15 - 8	4 weeks ending July 31 - 4 0 0 - 10 - 13 - 3 0 - 4 0
Boston New York Philadelphia Cleveland Richmond Atlanta Chicago St. Louis Minneapolis	July 31  - 7  - 7  - 12  - 23  - 25  + 19  - 12  + 4  + 36  - 30  - 7	One weel  July 24  + 13  - 33  + 6  - 15  + 8  + 22  - 10  - 4  + 68  + 29  +400	k ending  July 17 + 15 - 15 + 39 - 24 + 19 + 5 - 16 + 27 + 28 0 + 30	July 10*  - 22  - 27  - 7  - 41  - 60  - 25  - 8  - 5  - 15  + 36  - 62	weeks ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5   - 12   + 4   + 22   + 2   + 19	July 31 + 1 - 4 - 2 - 3 + 9 + 9 - 17 + 3 + 6 + 10 - 1	One wee  1 July 24  + 9  - 3 + 22 - 4 0  + 4 + 9 - 1 + 36 + 17 + 50	Ek ending    July 17  + 11  + 17  - 1  - 11  + 20  + 4  + 18  + 10  + 24  + 15  + 57	July 10*  - 20  - 21  - 17  - 30  - 41  - 22  - 1  - 17  - 13  - 7  + 9	ending July 31 - 1 - 3 0 - 12 - 6 - 2 + 1 - 2 + 12 + 9 + 27	0 + 14 + 1 - 4 - 7 + 3 + 1 - 1 + 5 + 2 - 1	One weel  July 24  + 1  - 6 r+ 11  - 4  - 8  + 3  + 7  - 1  + 2  + 4 + 9	k ending  July 17 + 3 + 7 + 6 - 6 + 9 + 2 + 3 + 2 - 1 + 8 + 7	July 10* - 18 - 14 - 15 - 23 - 38 - 18 - 12 - 15 - 8 - 14 - 14	4 weeks ending July 31 - 4 0 0 - 10 - 13 - 3 0 - 4 0 0
Boston New York Philadelphia Cleveland Richmond Atlanta Chicago St. Louis Minneapolis Kansas City Dallas	July 31  - 7  - 7  - 12  - 23  - 25  + 19  - 12  + 4  + 36  - 30  - 7  - 6	One weel  July 24  + 13  - 33  + 6  - 15  + 8  + 22  - 10  - 4  + 68  + 29  +400  - 21	k ending   July 17 + 15 - 15 + 39 - 24 + 19 + 5 - 16 + 27 + 28  0 + 30 + 1	July 10*  - 22  - 27  - 7  - 41  - 60  - 25  - 8  - 5  - 15  + 36  - 62  - 31	weeks ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5   - 12   + 22   + 2   + 2   - 14   - 14	July 31 + 1 - 4 - 2 - 3 + 9 + 9 - 17 + 3 + 6 + 10 - 1 + 14	One wee  1 July 24  + 9  - 3 + 22 - 4 0  + 4 + 9 - 1 + 36 + 17 + 50 + 13	Hek ending   July 17	July 10* - 20 - 21 - 17 - 30 - 41 - 22 - 1 - 17 - 13 - 7 + 9 - 14	ending July 31 - 1 - 3 0 - 12 - 6 - 2 + 1 - 2 + 12 + 9 + 27 + 7	0 + 14 + 1 - 4 - 7 + 3 + 1 - 1 + 5 + 2 - 6	One weel  July 24  + 1  - 6  r+ 11  - 4  - 8  + 3  + 7  - 1  + 2  + 4  + 9  + 2	k ending  July 17 + 3 + 7 + 6 - 6 + 9 + 2 + 3 + 2 - 1 + 8 + 7 + 1	July 10*  - 18  - 14  - 15  - 23  - 38  - 18  - 12  - 15  - 8  - 14  - 14  - 12	4 weeks ending July 31  - 4  0  - 10  - 13  - 3  0  - 4  0  0
Boston New York Philadelphia Cleveland Richmond Atlanta Chicago St. Louis Minneapolis Kansas City	July 31  - 7  - 7  - 12  - 23  - 25  + 19  - 12  + 4  + 36  - 30  - 7  - 6  - 9	One weel  July 24  + 13  - 33  + 6  - 15  + 8  + 22  - 10  - 4  + 68  + 29  +400	k ending  July 17 + 15 - 15 + 39 - 24 + 19 + 5 - 16 + 27 + 28 0 + 30	July 10*  - 22  - 27  - 7  - 41  - 60  - 25  - 8  - 5  - 15  + 36  - 62	weeks ending   July 31   - 4   - 21   + 7   - 26   - 22   + 5   - 12   + 4   + 22   + 2   + 19	July 31 + 1 - 4 - 2 - 3 + 9 + 9 - 17 + 3 + 6 + 10 - 1	One wee  1 July 24  + 9  - 3 + 22 - 4 0  + 4 + 9 - 1 + 36 + 17 + 50	Ek ending    July 17  + 11  + 17  - 1  - 11  + 20  + 4  + 18  + 10  + 24  + 15  + 57	July 10*  - 20  - 21  - 17  - 30  - 41  - 22  - 1  - 17  - 13  - 7  + 9	ending July 31 - 1 - 3 0 - 12 - 6 - 2 + 1 - 2 + 12 + 9 + 27	0 + 14 + 1 - 4 - 7 + 3 + 1 - 1 + 5 + 2 - 1	One weel  July 24  + 1  - 6 r+ 11  - 4  - 8  + 3  + 7  - 1  + 2  + 4 + 9	k ending  July 17 + 3 + 7 + 6 - 6 + 9 + 2 + 3 + 2 - 1 + 8 + 7	July 10* - 18 - 14 - 15 - 23 - 38 - 18 - 12 - 15 - 8 - 14 - 14	4 weeks ending July 31  - 4  0  0 - 10 - 13  - 3 0 - 4 0  0 - 14