SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES--UNITED STATES SUMMARY 1954 [stamp: LIBRARY ... FEDERAL RESERVE BANK OF CHICAGO]

Sales in selected departments

August 9, 1954

| 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 31	July 24	July 17	July 10*	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	-20	- 2	e114	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	-22	- 4	e 75	p 74	73	76	93	73	75	74	81
Total of 4 departments 1/	+ 1	+ 9	+11	-20	- 1	e 92	p 88	87	79	104	89	91	93	89
ALL OTHER SALES 1/	0	- 1	+ 2	-18	- 5	e 76	p 97	94	103	84	76	98	99	96

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.

*--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.

Sales in Selected Departments
(Percentage change from corresponding period a year ago)   Page 2

| | Furniture and bedding | | | | 4 weeks ending | Domestic floor coverings | | | | 4 weeks ending | Major household appliances | | | | 4 weeks ending |
| | One week ending | | | | | One week ending | | | | | One week ending | | | | |
	July 31	July 24	July 17	July 10*	July 31	July 31	July 24	July 17	July 10*	July 31	July 31	July 24	July 17	July 10*	July 31
United States	+ 2	+ 10	+ 2	- 20	- 2	+ 1	+ 6	+ 6	- 17	- 2	+ 1	+ 10	+ 51	- 17	+ 7
Boston	+ 4	+ 1	+ 23	- 10	+ 4	- 10	+ 29	+ 26	+ 10	+ 11	- 15	- 5	+ 19	- 42	- 12
New York	- 1	+ 29	- 4	- 17	+ 2	- 6	+ 15	- 13	- 15	- 5	- 3	- 23	+ 22	- 26	- 8
Philadelphia	- 1	+ 2	- 8	- 31	- 9	+ 12	+ 11	- 14	+ 2	+ 3	- 18	- 31	- 14	- 36	- 26
Cleveland	+ 13	+ 6	+ 11	- 35	- 3	+ 10	- 12	+ 40	- 47	- 6	+ 7	- 16	+ 29	- 40	- 8
Richmond	+ 5	+ 3	+ 1	- 29	- 6	+ 20	+ 1	- 4	+ 4	+ 5	+ 8	- 4	+ 29	- 17	+ 3
Atlanta	- 15	+ 8	- 10	- 1	- 4	- 23	+ 5	- 12	+ 3	- 7	- 19	+ 34	+144	+ 1	+ 27
Chicago	+ 3	- 1	+ 7	- 15	- 2	- 6	+ 9	- 7	- 22	- 7	+ 10	- 5	+ 25	- 24	0
St. Louis	+ 8	+ 16	- 21	- 17	- 5	+ 18	0	+ 23	- 2	+ 10	- 20	+ 84	+209	- 7	+ 52
Minneapolis	+ 24	+ 61	+ 13	- 10	+ 22	+ 10	- 9	+ 5	- 26	- 5	+ 10	- 9	+ 31	- 2	+ 4
Kansas City	+ 3	+ 4	0	- 28	- 6	+ 8	- 5	- 35	- 27	- 14	- 8	+ 98	+200	+124	+ 95
Dallas	+ 9	+ 5	- 9	+ 1	- 1	+ 23	+ 8	0	- 41	0	+ 21	+ 41	+ 52	- 11	+ 25
San Francisco	- 11	+ 3	+ 13	- 20	- 3	- 3	+ 15	+ 28	- 4	+ 9	0	+ 32	- 6	- 21	- 1

| | Radios, phonographs, television, etc. | | | | 4 weeks ending | Total of 4 departments | | | | 4 weeks ending | Grand Total--entire store 2/ | | | | 4 weeks ending |
| | One week ending | | | | | One week ending | | | | | One week ending | | | | |
	July 31	July 24	July 17	July 10*	July 31	July 31	July 24	July 17	July 10*	July 31	July 31	July 24	July 17	July 10*	July 31
United States	- 7	+ 13	+ 15	- 22	- 4	+ 1	+ 9	+ 11	- 20	- 1	0	+ 1	+ 3	- 18	- 4
Boston	- 7	- 33	- 15	- 27	- 21	- 4	- 3	+ 17	- 21	- 3	+14	- 6	+ 7	- 14	0
New York	- 12	+ 6	+ 39	- 7	+ 7	- 2	+ 22	- 1	- 17	0	+ 1	r+ 11	+ 6	- 15	0
Philadelphia	- 23	- 15	- 24	- 41	- 26	- 3	- 4	- 11	- 30	- 12	- 4	- 4	- 6	- 23	- 10
Cleveland	- 25	+ 8	+ 19	- 60	- 22	+ 9	0	+ 20	- 41	- 6	- 7	- 8	+ 9	- 38	- 13
Richmond	+ 19	+ 22	+ 5	- 25	+ 5	+ 9	+ 4	+ 4	- 22	- 2	+ 3	+ 3	+ 2	- 18	- 3
Atlanta	- 12	- 10	- 16	- 8	- 12	- 17	+ 9	+ 18	- 1	+ 1	+ 1	+ 7	+ 3	- 12	0
Chicago	+ 4	- 4	+ 27	- 5	+ 4	+ 3	- 1	+ 10	- 17	- 2	- 1	- 1	+ 2	- 15	- 4
St. Louis	+ 36	+ 68	+ 28	- 15	+ 22	+ 6	+ 36	+ 24	- 13	+ 12	+ 5	+ 2	- 1	- 8	0
Minneapolis	- 30	+ 29	0	+ 36	+ 2	+ 10	+ 17	+ 15	- 7	+ 9	+ 2	+ 4	+ 8	- 14	0
Kansas City	- 7	+400	+ 30	- 62	+ 19	- 1	+ 50	+ 57	+ 9	+ 27	- 1	+ 9	+ 7	- 14	0
Dallas	- 6	- 21	+ 1	- 31	- 14	+ 14	+ 13	+ 12	- 14	+ 7	- 6	+ 2	+ 1	- 12	- 4
San Francisco	- 9	+ 11	+ 42	+ 9	+ 14	- 7	+ 11	+ 16	- 12	+ 2	+ 1	+ 1	+ 1	- 13	- 3

For footnotes, see page 1.