

CONFIDENTIAL - F. R. LIBRARY
 REFERENCE LIBRARY
 FEDERAL RESERVE BANK
 OF CHICAGO

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

NOT FOR PUBLICATION

Sales in selected departments

September 7, 1954

LIBRARY
 SEP 8 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					
	Aug. 28	Aug. 21	Aug. 14	Aug. 7	Aug. 28	July	June	May	Apr.	Aug.	July	June	May	Apr.	
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+ 1	0	+ 1	- 1	0	p 76	96	93	100	87	77	97	99	95	
Furniture and bedding	- 2	+ 3	- 3	0	- 1	p111	104	108	94	136	112	111	116	108	
Domestic floor coverings	- 3	+ 1	+ 1	-13	- 4	p 61	62	80	70	83	61	67	85	83	
Major appliances	+13	+12	+ 3	+ 4	+ 7	p 90	88	65	62	74	83	88	72	66	
Radio, phonograph, TV	+ 9	+ 6	+ 4	+ 4	+ 5	p 74	73	73	76	93	73	75	74	81	
Total of 4 departments <u>1/</u>	0	+ 4	- 1	- 2	0	p 92	87	87	79	104	89	91	93	89	
ALL OTHER SALES <u>1/</u>	+ 2	- 1	+ 1	- 1	+ 1	p 74	97	94	103	84	76	98	99	96	

p--Preliminary.

r--Revised.

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
	Aug. 28	Aug. 21	Aug. 14	Aug. 7		Aug. 28	Aug. 21	Aug. 14	Aug. 7		Aug. 28	Aug. 21	Aug. 14	Aug. 7	
United States	- 2	+ 3	- 3	0	- 1	- 3	+ 1	+ 1	-13	- 4	+13	+12	+ 3	+ 4	+ 7
Boston	- 5	- 8	- 8	+ 7	- 4	- 7	- 3	-28	-17	-14	+23	- 3	+ 5	-27	- 1
New York	+ 5	+16	+ 9	0	+ 7	-11	-13	- 2	- 3	- 8	+ 1	+55	+47	+43	+34
Philadelphia	-35	- 5	-20	-17	-21	-44	- 1	+24	-26	-17	-34	-22	-24	-18	-25
Cleveland	-16	+ 6	-12	- 7	- 8	+ 3	+ 5	-16	-25	- 8	+16	+18	-20	+23	+ 8
Richmond	+ 2	+ 5	+10	0	+ 4	+29	- 6	+ 6	+ 7	+ 9	+ 1	-10	0	- 3	- 3
Atlanta	+ 3	+22	- 3	+22	+ 9	- 3	+ 2	+41	-29	+ 3	+ 1	+32	+35	+ 3	+18
Chicago	+25	- 7	- 3	+ 5	+ 5	+ 9	+ 4	+ 5	- 5	+ 3	+36	+10	+19	+ 5	+17
St. Louis	- 7	- 2	+ 9	+25	+ 6	+19	+16	-13	-19	+ 2	+12	+37	-32	- 7	+ 2
Minneapolis	+ 8	- 6	-17	+21	0	-32	- 3	+21	0	- 6	-21	-24	-34	+32	-17
Kansas City	+10	- 5	+12	-10	+ 1	-15	+13	- 5	-15	- 6	+71	+10	+40	+14	+31
Dallas	+12	- 7	-32	+14	- 6	0	+22	+ 9	-31	- 1	+11	+12	-21	-20	- 8
San Francisco	-12	0	0	-10	- 6	- 3	+13	+ 7	-10	+ 1	+ 2	+ 9	+29	- 4	+ 8
	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
	Aug. 28	Aug. 21	Aug. 14	Aug. 7		Aug. 28	Aug. 21	Aug. 14	Aug. 7		Aug. 28	Aug. 28	Aug. 21	Aug. 14	
United States	+ 9	+ 6	+ 4	+ 4	+ 5	0	+ 4	- 1	- 2	0	+ 1	0	+ 1	- 1	0
Boston	- 2	+13	+12	- 7	+ 4	+ 1	- 4	- 6	- 6	- 4	+ 6	0	+ 6	- 3	+ 2
New York	0	-14	-14	-16	-11	+ 2	+ 9	+ 7	0	+ 5	+ 8	+ 4	+ 7	+ 3	+ 5
Philadelphia	-29	+10	-14	+ 6	-11	-36	- 5	-14	-16	-20	-17	- 9	- 6	-11	-11
Cleveland	+19	+16	-14	0	+ 5	- 7	+ 8	-14	- 6	- 5	- 4	- 6	- 9	- 4	- 6
Richmond	+33	+20	- 3	- 6	+10	+10	+ 3	+ 7	0	+ 5	+11	+ 1	+ 6	- 3	+ 4
Atlanta	+20	+24	+44	+ 2	+23	+ 4	+21	+18	+ 6	+12	+10	+ 5	+ 6	+ 5	+ 7
Chicago	+31	+10	+19	+15	+19	+25	0	+ 5	+ 5	+ 9	+ 4	+ 1	+ 3	+ 1	+ 2
St. Louis	+ 2	-17	+ 6	+35	+ 1	+ 2	+ 5	- 3	+13	+ 4	0	- 1	- 3	- 2	- 2
Minneapolis	-28	- 5	- 9	-14	-14	-14	-11	-17	+15	- 8	- 5	+ 3	- 1	+ 5	0
Kansas City	-14	+30	+60	+25	+22	+11	+ 8	+23	- 1	+10	+ 1	- 3	+ 5	- 1	+ 1
Dallas	+15	-28	-21	- 6	-13	+11	- 1	-22	- 9	- 7	+ 1	+ 1	- 2	- 1	- 1
San Francisco	-16	-10	+12	+ 9	- 3	- 9	+ 1	+ 8	- 6	- 2	- 1	+ 3	+ 3	0	+ 1

For footnotes, see page 1.