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 FEDERAL RESERVE BANK  
 OF CHICAGO

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

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NOT FOR PUBLICATION

SEP 28 1954

September 27, 1954

Sales in selected departments

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 Sept. 18	1954				1953				
	Sept. 18	Sept. 11	Sept. 4	Aug. 28		Aug.	July	June	May	Sept.	Aug.	July	June	May
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	- 1	- 5	+17	+ 1	+ 3	p 86	76	96	93	100	87	77	97	99
Furniture and bedding	+ 4	+ 1	+17	- 2	+ 4	p129	110	104	108	112	136	112	111	116
Domestic floor coverings	+ 4	0	+17	- 4	+ 3	p 76	61	62	80	93	83	61	67	85
Major appliances	+ 2	+21	+13	+13	+11	p 73	92	88	65	70	74	83	88	72
Radio, phonograph, TV	- 3	+ 6	+14	+ 9	+ 5	p 92	73	73	73	119	93	73	75	74
Total of 4 departments <u>1/</u>	+ 2	+ 4	+15	0	+ 5	p100	90	87	87	99	104	89	91	93
ALL OTHER SALES <u>1/</u>	- 1	- 6	+18	+ 1	+ 2	p 85	74	97	94	100	84	76	98	99

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				4 weeks ending	Domestic floor coverings				4 weeks ending	Major household appliances				4 weeks ending
	One week ending					One week ending					One week ending				
	Sept. 18	Sept. 11	Sept. 4	Aug. 28		Sept. 18	Sept. 11	Sept. 4	Aug. 28		Sept. 18	Sept. 11	Sept. 4	Aug. 28	
United States	+ 4	+ 1	+17	- 2	+ 4	+ 4	0	+17	- 4	+ 3	+ 2	+21	+13	+13	+11
Boston	+ 3	-18	+ 1	- 4	- 4	-11	-34	0	- 7	-15	- 8	-38	-32	+18	-15
New York	+15	- 1	+35	+ 5	+13	0	-18	+23	-11	- 4	+ 1	+29	-17	+ 1	+ 2
Philadelphia	+ 1	-10	- 1	-35	-15	+ 7	-27	- 3	-44	-16	- 2	- 8	-46	-34	-25
Cleveland	-10	-12	+15	-16	- 7	+11	+20	+57	+ 3	+19	+ 3	+21	+38	+16	+19
Richmond	+ 7	- 2	+22	+ 2	+ 8	+ 3	-10	+44	+29	+17	-11	-11	-20	+ 1	-10
Atlanta	-14	+15	+ 7	+ 9	+ 4	-18	- 6	-21	-12	-13	-17	+75	+13	+10	+17
Chicago	+ 4	+26	+18	+25	+17	+23	+30	+19	+ 9	+20	+ 8	+24	+17	+36	+20
St. Louis	-14	-14	+24	- 7	- 4	- 4	+81	- 9	+19	+18	+31	+21	+69	+12	+31
Minneapolis	-12	-29	+56	+ 8	+ 6	+20	+13	+36	-32	+ 7	+18	+44	+36	-21	+15
Kansas City	+ 7	0	-12	+10	+ 1	+24	-14	-44	-15	-14	+89	+50	+76	+71	+71
Dallas	+30	-12	+19	+12	+13	- 6	0	- 4	0	- 3	- 2	+33	+ 2	+11	+ 9
San Francisco	+ 2	+11	-12	-12	- 4	-10	r- 4	- 4	- 3	- 6	-27	r+ 9	+11	+ 2	- 4
	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				
	Sept. 18	Sept. 11	Sept. 4	Aug. 28		Sept. 18	Sept. 11	Sept. 4	Aug. 28		Sept. 18	Sept. 18	Sept. 11	Sept. 4	
United States	- 3	+ 6	+14	+ 9	+ 5	+ 2	+ 4	+15	0	+ 5	- 1	- 5	+17	+ 1	+ 3
Boston	+10	+15	+ 7	+ 2	+ 8	- 1	-21	- 7	+ 1	- 6	+10	-20	+ 2	+ 6	- 1
New York	- 8	-26	- 1	0	- 9	+ 8	- 6	+26	+ 2	+ 7	+11	r-10	+34	+ 8	+10
Philadelphia	+36	-14	+12	-29	+ 1	+ 7	-14	- 7	-36	-15	- 1	-13	+20	-17	- 4
Cleveland	-24	0	+19	+19	+ 1	- 6	0	+25	- 7	+ 2	-12	-14	+25	- 4	- 2
Richmond	+ 6	- 5	+31	+33	+14	+ 3	- 5	+20	+10	+ 8	- 3	-13	+22	+11	+ 3
Atlanta	-20	+ 8	+ 5	+21	+ 1	-17	+19	+ 3	+ 7	+ 3	-15	r- 4	+ 8	+ 4	- 2
Chicago	0	+32	+14	+31	+17	+ 7	+27	+17	+25	+18	+ 1	+ 7	+19	+ 4	+ 7
St. Louis	+10	+29	+57	+ 2	+23	0	+16	+30	+ 2	+10	- 3	+ 1	+15	0	+ 3
Minneapolis	-14	-10	+15	-28	- 9	+ 1	- 3	+40	-14	+ 6	- 1	+ 5	+28	- 5	+ 6
Kansas City	+61	+45	+31	-14	+30	+41	+20	+ 6	+11	+19	+ 5	+ 6	- 1	+ 1	+ 3
Dallas	- 9	+ 2	+11	+15	+ 3	+ 7	+ 4	+ 9	+11	+ 8	0	- 4	- 1	- 1	- 2
San Francisco	-14	- 8	-10	-16	-12	- 9	+ 3	- 7	- 9	- 6	- 2	r+ 4	- 1	- 1	0

For footnotes, see page 1.