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

NOV 24 1954 NOT FOR PUBLICATION

DATA FILE
FEDERAL RESERVE
OF CHICAGO

Sales in selected departments

FEDERAL RESERVE
BANK OF CHICAGO
November 22, 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				
	Nov. 13	Nov. 6	Oct. 30	Oct. 23		Nov. 13	Oct.	Sept.	Aug.	July	Nov.	Oct.	Sept.	Aug.	July
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	- 4	+ 4	+ 3	+ 8	+ 2	p108	101	87	76	123	112	100	87	77	
Furniture and bedding	0	r+ 2	+ 3	0	+ 1	p127	115	131	110	121	132	112	136	112	
Domestic floor coverings	+ 1	+ 2	0	- 5	- 1	p109	91	77	61	109	122	93	83	61	
Major appliances	+ 7	r+ 9	+20	+13	+12	p 81	72	73	92	65	75	70	74	83	
Radio, phonograph, TV	- 4	+ 7	+12	+ 9	+ 5	p138	123	89	73	157	141	119	93	73	
Total of 4 departments <u>1/</u>	0	+ 2	+ 5	+ 1	+ 2	p114	101	100	90	110	118	99	104	89	
ALL OTHER SALES <u>1/</u>	- 4	+ 4	+ 2	+ 9	+ 2	p107	101	85	74	125	111	100	84	76	

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
	Nov. 13	Nov. 6	Oct. 30	Oct. 23	Nov. 13	Nov. 13	Nov. 6	Oct. 30	Oct. 23	Nov. 13	Nov. 13	Nov. 6	Oct. 30	Oct. 23	Nov. 13
United States	0	r+ 2	+ 3	0	+ 1	+ 1	+ 2	0	- 5	- 1	+ 7	r+ 9	+20	+13	+12
Boston	- 3	-12	+12	+12	+ 2	+ 4	+16	- 2	-15	0	-28	+ 5	+12	-12	- 8
New York	+ 8	+19	+ 3	+ 6	+ 9	- 9	- 5	- 4	- 5	- 6	- 9	-21	+ 5	-19	-12
Philadelphia	- 7	- 9	+14	- 8	- 3	- 2	-11	+ 3	-20	- 8	+11	+29	+34	+27	+23
Cleveland	-14	-14	-14	- 8	-12	+ 5	+ 5	- 5	-34	-10	+ 3	+ 5	+ 9	+24	+11
Richmond	+ 3	+ 4	0	+ 8	+ 3	+11	+25	+ 4	+10	+12	+13	+ 5	+31	+27	+19
Atlanta	- 1	+ 9	0	+14	+ 5	+21	- 3	0	+31	+ 9	+17	+37	+38	- 4	+18
Chicago	- 5	- 4	+11	-15	- 3	- 5	- 4	+ 2	- 3	- 2	- 7	+ 2	+19	+ 3	+ 5
St. Louis	+ 1	0	+ 7	+ 7	+ 4	+ 7	+18	-11	+ 5	+ 4	+21	+ 5	+40	+36	+25
Minneapolis	+12	+76	-12	- 3	+17	+19	+60	+26	-10	+18	+62	+40	- 3	+ 7	+23
Kansas City	- 7	-35	0	+ 6	-12	-21	0	-23	+23	- 9	+43	+40	+45	+22	+37
Dallas	0	- 5	+19	+33	+10	-16	- 9	+53	+38	+13	+50	+25	+34	+86	+48
San Francisco	+ 9	r 0	- 5	- 6	0	+22	r- 3	- 2	+ 7	+ 6	+ 5	r- 5	+ 4	- 5	0
	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
	Nov. 13	Nov. 6	Oct. 30	Oct. 23	Nov. 13	Nov. 13	Nov. 6	Oct. 30	Oct. 23	Nov. 13	Nov. 13	Nov. 6	Oct. 30	Oct. 23	Nov. 13
United States	- 4	+ 7	+12	+ 9	+ 5	0	+ 2	+ 5	+ 1	+ 2	- 4	+ 4	+ 3	+ 8	+ 2
Boston	-31	-10	-16	+17	-12	-14	- 3	+ 4	+ 1	- 3	- 4	+ 4	+11	+ 5	+ 4
New York	+ 3	+12	+13	+22	+12	+ 2	+ 9	+ 2	+ 3	+ 4	+ 1	r+11	+ 8	+ 9	+ 7
Philadelphia	+20	+ 3	+13	- 2	+11	- 1	- 6	+12	- 9	- 1	- 8	+11	+ 3	+ 3	+ 1
Cleveland	- 8	- 2	+11	0	0	- 6	- 6	- 6	-11	- 7	-11	- 3	- 6	+ 3	- 5
Richmond	-20	+15	+10	+32	+ 4	+ 2	+11	+ 6	+14	+ 8	- 4	+13	+ 7	+22	+ 8
Atlanta	+26	+32	+17	- 7	+16	+12	+14	+ 8	+ 7	+10	+ 6	+10	+ 5	+17	+ 9
Chicago	-11	0	+ 5	+ 4	0	- 6	- 2	+10	- 7	- 1	- 6	- 1	0	+ 8	0
St. Louis	- 6	+31	+33	+ 5	+14	+ 5	+ 9	+12	+11	+ 9	- 3	+ 6	+ 6	+16	+ 6
Minneapolis	- 5	+ 8	+25	- 8	+ 3	+17	+49	+ 5	- 3	+15	+ 5	+ 1	- 2	- 7	- 1
Kansas City	+11	+42	+111	+45	+47	+ 2	- 2	+28	+22	+11	- 4	+ 4	+ 7	+ 2	+ 2
Dallas	+16	+23	+18	+61	+25	+10	+ 5	+28	+52	+22	- 6	+ 5	+ 8	+25	+ 7
San Francisco	-16	r-18	-16	- 9	-15	+ 3	- 7	- 6	- 4	- 3	+ 2	- 4	- 1	- 5	- 2

FOR footnotes, see page 1.