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**FEDERAL RESERVE BANK**  
**OF CHICAGO**

SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES--UNITED STATES **DECEMBER 1954**

NOT FOR PUBLICATION

Sales in selected departments

**FEDERAL RESERVE**  
**BANK OF CHICAGO**

December 20, 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					
	Dec. 11	Dec. 4	Nov. 27	Nov. 20		Dec. 11	Nov.	Oct.	Sept.	Aug.	Dec.	Nov.	Oct.	Sept.	Aug.
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+ 2	r- 1	0	+ 1	+ 1	e128	109	101	87	186	123	112	100	87	
Furniture and bedding	+ 5	+ 4	+ 5	+ 9	+ 6	e127	128	115	131	103	121	132	112	136	
Domestic floor coverings	+ 5	- 1	+ 4	+ 1	+ 2	e110	110	91	77	81	109	122	93	83	
Major appliances	+10	+ 2	+ 3	- 2	+ 1	e 66	82	72	73	57	65	75	70	74	
Radio, phonograph, TV	- 1	- 2	-10	-11	- 6	e148	137	123	89	225	157	141	119	93	
Total of 4 departments <u>1/</u>	+ 3	+ 1	+ 1	+ 1	+ 1	e113	114	101	100	103	110	118	99	104	
ALL OTHER SALES <u>1/</u>	+ 2	- 1	0	+ 2	+ 1	e130	108	101	85	196	125	111	100	84	

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.

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				
	Dec. 11	Dec. 4	Nov. 27	Nov. 20		Dec. 11	Dec. 4	Nov. 27	Nov. 20		Dec. 11	Dec. 11	Dec. 4	Nov. 27	
United States	+ 5	+ 4	+ 5	+ 9	+ 6	+ 5	- 1	+ 4	+ 1	+ 2	+10	+ 2	+ 3	- 2	+ 1
Boston	- 2	+16	- 4	+11	+ 6	- 1	-11	+23	+14	+ 4	- 4	-46	+30	-19	-12
New York	+24	+14	+24	+37	+25	+22	+ 6	+ 7	+10	+11	+10	+42	-13	0	+10
Philadelphia	- 3	+ 5	- 3	-16	- 5	+ 8	- 1	+33	-28	- 2	+ 8	+13	+13	-11	+ 3
Cleveland	- 4	- 6	- 9	+10	- 2	-16	- 9	-34	- 4	-16	- 3	-19	-10	- 5	- 9
Richmond	- 3	- 7	- 3	+ 4	- 3	+ 6	+16	+ 7	0	+ 7	+11	+10	+17	- 1	+ 8
Atlanta	+20	+29	+19	- 9	+14	+15	-12	+21	- 2	+ 6	+82	+19	+19	-38	+ 7
Chicago	- 8	-14	- 4	- 9	- 9	+ 2	- 7	+ 7	- 6	- 2	- 4	+ 5	- 1	+ 6	+ 1
St. Louis	+19	+12	+ 9	+ 7	+12	- 8	- 8	0	+ 8	- 2	+ 7	+45	+11	+26	+21
Minneapolis	- 7	- 4	+ 8	+23	+ 4	+ 4	+19	+21	+ 4	+13	- 6	-34	- 7	+20	- 8
Kansas City	-15	-13	+24	0	- 4	0	-22	+27	+62	+11	+33	- 2	- 6	+ 3	+ 7
Dallas	+17	- 6	-13	+ 5	+ 1	-16	- 3	- 5	-22	-12	+ 4	+ 8	+32	+56	+22
San Francisco	- 3	+13	- 3	- 4	+ 1	+ 5	+ 5	-10	+ 5	+ 2	-11	-16	-14	-21	-16
	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				
	Dec. 11	Dec. 4	Nov. 27	Nov. 20		Dec. 11	Dec. 11	Dec. 4	Nov. 27		Nov. 20	Dec. 11	Dec. 11	Dec. 4	
United States	- 1	- 2	-10	-11	- 6	+ 3	+ 1	+ 1	+ 1	+ 1	+ 2	r- 1	0	+ 1	+ 1
Boston	-26	-20	-41	-17	-26	- 9	- 9	- 5	- 1	- 6	+ 1	- 1	+ 7	+ 3	+ 2
New York	+ 6	0	-18	+15	+ 1	+19	+11	+12	+26	+18	+ 9	r+ 4	+ 9	+14	+ 8
Philadelphia	-15	+ 9	+ 7	-17	- 5	- 3	+ 5	+ 7	-19	- 4	0	- 7	- 3	- 7	- 4
Cleveland	-11	-18	-11	-17	-14	- 8	-11	-16	0	- 9	- 3	- 8	- 7	- 7	- 6
Richmond	+ 5	+ 6	- 1	-20	- 1	+ 2	+ 3	+ 2	- 2	+ 1	0	0	+ 1	+ 1	0
Atlanta	+21	+ 5	+ 7	- 1	+ 9	+25	+14	+17	-13	+10	+10	r+13	+ 5	+ 6	+ 9
Chicago	- 6	- 8	-12	-20	-11	- 5	- 8	- 4	- 8	- 7	- 1	- 2	- 4	- 1	- 2
St. Louis	+15	+11	- 1	+ 3	+ 8	+11	+12	+ 6	+10	+10	+ 4	+ 2	+ 2	+ 4	+ 3
Minneapolis	-20	-13	-22	-59	-31	-10	- 9	- 1	-15	- 9	- 2	+ 5	- 5	+ 3	0
Kansas City	+29	+15	+11	+ 2	+15	+10	- 5	+14	+ 9	+ 7	+ 5	+ 2	+ 1	+ 7	+ 3
Dallas	+14	+ 9	- 2	- 2	+ 6	+ 7	+ 2	0	+ 5	+ 4	+ 8	- 1	+ 2	+ 6	+ 4
San Francisco	-13	+ 1	-19	-13	-11	- 7	+ 3	-11	- 7	- 5	- 1	- 2	- 3	- 2	- 2

For footnotes, see page 1.