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JAN 5 1955
 FEDERAL RESERVE
 BANK OF CHICAGO

January 4, 1955

Sales in selected departments

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. 25*	Dec. 18	Dec. 11	Dec. 4		Dec. 25	Nov.	Oct.	Sept.	Aug.	Dec.	Nov.	Oct.	Sept.	Aug.
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+16	+ 1	+ 2	- 1	+ 4	p127	109	101	87	186	123	112	100	87	
Furniture and bedding	+18	+ 9	+ 5	+ 4	+ 7	p126	128	115	131	103	121	132	112	136	
Domestic floor coverings	+ 8	r+ 6	+ 5	- 1	+ 3	p112	110	91	77	81	109	122	93	83	
Major appliances	+17	r+11	+10	+ 2	+ 7	p 67	82	72	73	57	65	75	70	74	
Radio, phonograph, TV	+33	+ 2	- 1	- 2	+ 6	p146	137	123	89	225	157	141	119	93	
Total of 4 departments <u>1/</u>	+22	+ 7	+ 3	+ 1	+ 6	p111	114	101	100	103	110	118	99	104	
ALL OTHER SALES <u>1/</u>	+15	+ 1	+ 2	- 1	+ 3	p129	108	101	85	196	125	111	100	84	

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.

*--The large increases shown for this week reflect in part the fact that this year Christmas fell on Saturday and the week therefore included five days of heavy pre-Christmas shopping as compared with four days last year when Christmas fell on Friday.

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
	Dec. 25*	Dec. 18	Dec. 11	Dec. 4	Dec. 25	Dec. 25*	Dec. 18	Dec. 11	Dec. 4	Dec. 25	Dec. 25*	Dec. 18	Dec. 11	Dec. 4	Dec. 25
United States	+18	+ 9	+ 5	+ 4	+ 7	+ 8	r+ 6	+ 5	- 1	+ 3	+17	r+11	+10	+ 2	+ 7
Boston	+ 8	+ 4	- 2	+16	+ 6	- 6	+28	- 1	-11	+ 2	-17	+30	- 4	-46	-10
New York	+17	+17	+24	+14	+18	+ 6	+ 6	+22	+ 6	+11	+ 7	+21	+10	+42	+22
Philadelphia	+48	+ 7	- 3	+ 5	+ 6	+43	+17	+ 8	- 1	+ 9	0	+23	+ 8	+13	+12
Cleveland	+30	- 1	- 4	- 6	- 1	-26	-14	-16	- 9	-15	+10	+16	- 3	-19	- 1
Richmond	+ 7	+ 8	- 3	- 7	0	+17	+24	+ 6	+16	+15	+43	+19	+11	+10	+18
Atlanta	-23	r+12	+20	+29	+13	-27	r+11	+15	-12	- 2	+26	r-10	+82	+19	+20
Chicago	+25	+ 5	- 8	-14	- 3	+26	+ 5	+ 2	- 7	+ 2	+32	+14	- 4	+ 5	+ 9
St. Louis	+39	+12	+19	+12	+17	+11	+ 2	- 8	- 8	- 4	+38	+28	+ 7	+45	+27
Minneapolis	+14	- 2	- 7	- 4	- 2	+88	+19	+ 4	+19	+20	+35	+15	- 6	-34	- 2
Kansas City	+19	+10	-15	-13	- 5	+30	-20	0	-22	-10	+39	- 7	+33	- 2	+11
Dallas	-19	+22	+17	- 6	+ 6	+47	+14	-16	- 3	+ 3	- 9	+ 7	+ 4	+ 8	+ 2
San Francisco	- 1	+ 4	- 3	+13	+ 4	- 7	+ 4	+ 5	+ 5	+ 3	-11	r-13	-10	-16	-13
	Radios, phonographs, television, etc.					Total of 4 departments					Grand Total--entire store				
	One week ending				4 weeks ending	One week ending				4 weeks ending	One week ending				4 weeks ending
	Dec. 25*	Dec. 18	Dec. 11	Dec. 4	Dec. 25	Dec. 25*	Dec. 18	Dec. 11	Dec. 4	Dec. 25	Dec. 25*	Dec. 18	Dec. 11	Dec. 4	Dec. 25
United States	+33	+ 2	- 1	- 2	+ 6	+22	+ 7	+ 3	+ 1	+ 6	+16	+ 1	+ 2	- 1	+ 4
Boston	+25	-20	-26	-20	-14	+ 7	+ 3	- 9	- 9	- 3	+13	0	+ 1	- 1	+ 3
New York	+41	+ 6	+ 6	0	+10	+22	+12	+19	+11	+15	+16	+ 1	+ 9	+ 4	+ 7
Philadelphia	+41	- 9	-15	+ 9	+ 1	+40	+ 6	- 3	+ 5	+ 6	+19	- 2	0	- 7	+ 1
Cleveland	+36	+ 9	-11	-18	+ 3	+21	+ 2	- 8	-11	- 2	+14	- 2	- 3	- 8	- 1
Richmond	+31	+ 3	+ 5	+ 6	+10	+23	+11	+ 2	+ 3	+ 8	+17	+ 1	0	0	+ 3
Atlanta	+31	-10	+21	+ 5	+10	+ 3	r+ 1	+25	+14	+11	+16	r+ 3	+10	+13	+10
Chicago	+28	0	- 6	- 8	+ 1	+28	+ 5	- 5	- 8	+ 1	+18	+ 2	- 1	- 2	+ 3
St. Louis	+35	+13	+15	+11	+17	+33	+13	+11	+12	+15	+17	+ 7	+ 4	+ 2	+ 7
Minneapolis	+20	- 4	-20	-13	- 6	+27	+ 3	-10	- 9	0	+16	+ 2	- 2	+ 5	+ 4
Kansas City	+102	+45	+29	+15	+45	+65	+15	+10	- 5	+15	+17	+ 1	+ 5	+ 2	+ 5
Dallas	+37	- 7	+14	+ 9	+11	+12	+ 7	+ 7	+ 2	+ 7	+16	+ 5	+ 8	- 1	+ 7
San Francisco	+ 7	+ 5	-12	+ 1	0	+ 2	r+ 3	- 7	+ 3	0	+11	+ 3	- 1	- 2	+ 2

For footnotes, see page 1.